# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 8, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 33.2 | 25,830 |
| 2 | 60 MINUTES | 29.5 | 22,950 |
| 3 | HOOPER(S) | 29.2 | 22,720 |
| 4 | DUKES OF HAZZARD | 28.1 | 21,860 |
| 5 | DIFF'RENT STROKES | 27.6 | 21,470 |
| 6 | M*A*S*H | 27.0 | 21,010 |
| 7 | FACTS OF LIFE | 25.7 | 19,990 |
| 8 | REAL PEOPLE | 25.2 | 19,610 |
| 9 | LOVE BOAT | 24.9 | 19,370 |
| 10 | LILY:SOLD OUT(S) | 24.8 | 19,290 |
| 11 | LITTLE HOUSE-PRAIRIE | 24.7 | 19,220 |
| 12 | JEFFERSONS# | 23.9 | 18,590 |
| 13 | BUNKER(S) | 23.4 | 18,210 |
| 14 | QUINCY, M.E. | 22.9 | 17,820 |
| 15 | ARCHIE BUNKER'S PLACE# | 22.7 | 17,660 |
| 16 | ONE DAY AT A TIME# | 22.6 | 17,580 |
| 17 | HOUSE CALLS | 22.4 | 17,430 |
| 18 | THREE'S COMPANY | 22.2 | 17,270 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | HOOPER(S) | 23.1 | 48,210 |
| 2 | DUKES OF HAZZARD | 22.4 | 46,690 |
| 3 | DALLAS | 22.3 | 46,520 |
| 4 | DIFF'RENT STROKES | 20.2 | 42,080 |
| 5 | 60 MINUTES | 19.7 | 41,160 |
| 6 | M*A*S*H | 19.2 | 40,090 |
| 7 | CHIPS# | 19.2 | 39,990 |
| 8 | DISNEY'S WONDERFUL WORLD# | 18.6 | 38,890 |
| 9 | FACTS OF LIFE | 18.5 | 38,640 |
| 10 | REAL PEOPLE | 18.0 | 37,570 |
| 11 | LITTLE HOUSE-PRAIRIE | 17.9 | 37,350 |
| 12 | LOVE BOAT | 17.7 | 37,010 |
| 13 | POPEYE VALENTINE SPECIAL(S) | 17.7 | 36,890 |
| 14 | ENOS# | 17.1 | 35,770 |
| 15 | THAT'S INCREDIBLE | 16.1 | 33,560 |
| 16 | INCREDIBLE HULK# | 15.8 | 32,880 |
| 17 | BUNKER(S) | 15.7 | 32,850 |
| 18 | JEFFERSONS# | 15.6 | 32,660 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 28.3 | 23,100 |
| 2 | 60 MINUTES | 24.2 | 19,750 |
| 3 | DIFF'RENT STROKES | 22.4 | 18,290 |
| 3 | M*A*S*H | 22.4 | 18,290 |
| 5 | HOOPER(S) | 22.0 | 17,930 |
| 6 | LITTLE HOUSE-PRAIRIE | 21.8 | 17,770 |
| 7 | LILY:SOLD OUT(S) | 21.6 | 17,600 |
| 8 | DUKES OF HAZZARD | 21.3 | 17,360 |
| 9 | FACTS OF LIFE | 21.2 | 17,280 |
| 10 | LOVE BOAT | 21.2 | 17,260 |
| 11 | JEFFERSONS# | 20.5 | 16,700 |
| 12 | WALTONS# | 20.0 | 16,310 |
| 13 | REAL PEOPLE | 19.9 | 16,240 |
| 14 | HOUSE CALLS | 19.4 | 15,800 |
| 15 | BUNKER(S) | 19.0 | 15,490 |
| 16 | QUINCY, M.E. | 19.0 | 15,450 |
| 17 | ARCHIE BUNKER'S PLACE# | 18.7 | 15,270 |
| 17 | ONE DAY AT A TIME# | 18.7 | 15,270 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | HOOPER(S) | 23.4 | 17,140 |
| 2 | 60 MINUTES | 23.2 | 16,990 |
| 3 | DALLAS | 21.7 | 15,900 |
| 4 | BUNKER(S) | 19.3 | 14,150 |
| 5 | REAL PEOPLE | 18.8 | 13,790 |
| 6 | CHIPS# | 18.4 | 13,530 |
| 7 | DUKES OF HAZZARD | 18.1 | 13,260 |
| 8 | M*A*S*H | 18.0 | 13,180 |
| 9 | ABC MOVIE SPECIAL(S) | 17.5 | 12,840 |
| 10 | THAT'S INCREDIBLE | 17.1 | 12,550 |
| 11 | LILY:SOLD OUT(S) | 16.6 | 12,180 |
| 12 | DIFF'RENT STROKES | 16.4 | 12,000 |
| 13 | MAGNUM, P.I. | 16.1 | 11,800 |
| 14 | BJ AND THE BEAR | 15.8 | 11,590 |
| 15 | ABC SUNDAY NIGHT MOVIE | 15.6 | 11,430 |
| 16 | ARCHIE BUNKER'S PLACE# | 15.5 | 11,390 |
| 17 | NBC THURSDAY NIGHT MOVIES# | 15.4 | 11,290 |
| 18 | ONE DAY AT A TIME# | 15.3 | 11,190 |
| 19 | BIG EVENT | 14.9 | 10,920 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 8, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 27.1 | 13,760 |
| 2 | M*A*S*H | 22.8 | 11,610 |
| 3 | HOOPER(S) | 21.9 | 11,120 |
| 4 | LILY:SOLD OUT(S) | 21.4 | 10,890 |
| 5 | LOVE BOAT | 20.5 | 10,430 |
| 6 | DUKES OF HAZZARD | 20.5 | 10,420 |
| 7 | FACTS OF LIFE | 20.1 | 10,210 |
| 8 | DIFF'RENT STROKES | 19.8 | 10,070 |
| 9 | HOUSE CALLS | 19.2 | 9,740 |
| 10 | THREE'S COMPANY | 19.0 | 9,650 |
| 11 | CHIPS# | 19.0 | 9,640 |
| 12 | ENOS# | 18.9 | 9,600 |
| 13 | TOO CLOSE FOR COMFORT | 18.9 | 9,590 |
| 14 | QUINCY, M.E. | 18.7 | 9,490 |
| 15 | ABC SUNDAY NIGHT MOVIE | 18.3 | 9,300 |
| 16 | HART TO HART | 17.8 | 9,070 |
| 17 | LITTLE HOUSE-PRAIRIE | 17.8 | 9,050 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 37.6 | 9,340 |
| 2 | WALTONS# | 32.9 | 8,170 |
| 3 | DALLAS | 30.8 | 7,630 |
| 4 | JEFFERSONS# | 30.1 | 7,470 |
| 5 | LITTLE HOUSE-PRAIRIE | 29.4 | 7,300 |
| 6 | ARCHIE BUNKER'S PLACE# | 28.9 | 7,180 |
| 7 | ONE DAY AT A TIME# | 28.7 | 7,110 |
| 8 | DIFF'RENT STROKES | 26.8 | 6,640 |
| 9 | REAL PEOPLE | 25.1 | 6,230 |
| 10 | TRAPPER JOHN, M.D.# | 25.1 | 6,220 |
| 11 | HARPER VALLEY | 24.3 | 6,040 |
| 12 | ALICE | 24.2 | 6,000 |
| 13 | THAT'S MY LINE# | 23.8 | 5,910 |
| 14 | LILY:SOLD OUT(S) | 23.7 | 5,880 |
| 15 | LOVE LETTER TO JACK BENNY(S) | 23.5 | 5,830 |
| 16 | DUKES OF HAZZARD | 23.4 | 5,800 |
| 17 | LOVE BOAT | 22.7 | 5,640 |

### MEN 18-49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | HOOPER(S) | 23.3 | 11,320 |
| 2 | CHIPS# | 21.1 | 10,240 |
| 3 | DALLAS | 19.7 | 9,590 |
| 4 | ABC MOVIE SPECIAL(S) | 19.2 | 9,330 |
| 5 | M*A*S*H | 18.4 | 8,920 |
| 6 | BUNKER(S) | 18.1 | 8,810 |
| 7 | DISNEY'S WONDERFUL WORLD# | 17.8 | 8,660 |
| 8 | BIG EVENT | 16.7 | 8,120 |
| 9 | LILY:SOLD OUT(S) | 16.6 | 8,080 |
| 10 | 60 MINUTES | 16.2 | 7,880 |
| 11 | THAT'S INCREDIBLE | 16.0 | 7,800 |
| 12 | DUKES OF HAZZARD | 15.6 | 7,570 |
| 13 | REAL PEOPLE | 15.1 | 7,340 |
| 14 | ABC SUNDAY NIGHT MOVIE | 14.9 | 7,240 |
| 15 | HOUSE CALLS | 14.8 | 7,180 |
| 16 | LOVE BOAT | 14.5 | 7,070 |
| 17 | BJ AND THE BEAR | 14.2 | 6,890 |
| 17 | DIFF'RENT STROKES | 14.2 | 6,890 |
| 19 | BUCK ROGERS-25TH CENTURY | 13.5 | 6,580 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 37.5 | 7,240 |
| 2 | ARCHIE BUNKER'S PLACE# | 31.6 | 6,110 |
| 3 | ONE DAY AT A TIME# | 31.1 | 6,020 |
| 4 | WALTONS# | 26.5 | 5,130 |
| 5 | REAL PEOPLE | 26.4 | 5,100 |
| 6 | DALLAS | 26.1 | 5,040 |
| 6 | MAGNUM, P.I. | 26.1 | 5,040 |
| 8 | JEFFERSONS# | 25.8 | 4,980 |
| 9 | LITTLE HOUSE-PRAIRIE | 24.0 | 4,630 |
| 10 | DUKES OF HAZZARD | 23.7 | 4,590 |
| 11 | HARPER VALLEY | 22.7 | 4,380 |
| 12 | HOOPER(S) | 22.6 | 4,360 |
| 13 | BUNKER(S) | 22.5 | 4,350 |
| 14 | LOBO | 21.9 | 4,240 |
| 15 | LOVE LETTER TO JACK BENNY(S) | 21.7 | 4,190 |
| 16 | TRAPPER JOHN, M.D.# | 21.5 | 4,150 |
| 17 | ALICE | 21.4 | 4,140 |
| 18 | CBS EVENING NEWS-CRONKITE | 20.8 | 4,020 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 11 | | 198 | A | 16.6 | 26 | 1291 | 2297 | 840 | 319 | 896 | 457 | 641 | 452 | 340 | 175^ | 663 | 362 | 507 | 345 | 246 | 112^ | 474 | 166^ | 264 | 206 |
| 2 FRI. 9.00P 120 ABC FF | | | 99 | B | 14.0 | 22 | 1089 | 1880 | 704 | 308 | 801 | 363 | 544 | 447 | 342 | 192 | 641 | 284 | 442 | 395 | 290 | 148 | 235 | 113 | 203 | 148 |
| 9.00 - 9.30 | | | | A | 16.4 | 25 | 1276 | 2339 | 882 | 355 | 942 | 461 | 659 | 466 | 358 | 198 | 669 | 332 | 484 | 335 | 269 | 129^ | 460 | 148^ | 268 | 219 |
| 9.30 - 10.00 | | | | A | 16.2 | 25 | 1260 | 2362 | 874 | 373 | 928 | 477 | 673 | 472 | 361 | 168^ | 690 | 366 | 517 | 354 | 274 | 121^ | 466 | 171^ | 278 | 219 |
| 10.00 - 10.30 | | | | A | 16.7 | 26 | 1299 | 2246 | 798 | 308 | 858 | 444 | 617 | 440 | 317 | 169^ | 627 | 368 | 501 | 336 | 214 | 95^ | 481 | 167^ | 280 | 215 |
| 10.30 - 11.00 | | | | A | 17.1 | 28 | 1330 | 2230 | 805 | 245 | 854 | 441 | 613 | 426 | 319 | 172^ | 660 | 386 | 520 | 341 | 221 | 109^ | 489 | 179 | 227 | 171^ |
| ABC MOVIE SPECIAL(S) | | | 197 | A | 19.6 | 30 | 1525 | 1786 | 708 | 290 | 732 | 280 | 489 | 418 | 333 | 205 | 841 | 384 | 612 | 525 | 384 | 152^ | 160 | 97^ | 53^ | 32v |
| 2 WED. 9.00P 114 ABC FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.6 | 27 | 1447 | 1797 | 712 | 334 | 712 | 286 | 482 | 419 | 329 | 187 | 830 | 372 | 616 | 510 | 377 | 149^ | 169 | 101^ | 86^ | 64^ |
| 9.30 - 10.00 | | | | A | 19.8 | 29 | 1540 | 1785 | 711 | 326 | 732 | 287 | 485 | 431 | 341 | 200 | 821 | 349 | 598 | 534 | 399 | 143^ | 181 | 115^ | 51^ | 30v |
| 10.00 - 10.30 | | | | A | 20.2 | 31 | 1572 | 1780 | 698 | 256 | 733 | 271 | 484 | 408 | 325 | 215 | 856 | 404 | 618 | 529 | 381 | 160 | 152 | 93^ | 39v | 16v |
| 10.30 - 11.00 | | | | A | 19.8 | 32 | 1540 | 1795 | 715 | 243 | 756 | 278 | 511 | 422 | 338 | 216 | 870 | 413 | 623 | 533 | 384 | 161 | 135^ | 76^ | 34v | 14v |
| ABC NEWS SPECIAL REPORT(S) | | 202 | | A | 12.6 | 19 | 980 | 1721 | 773 | 277 | 856 | 267 | 400 | 413 | 365 | 350 | 716 | 213^ | 377 | 386 | 348 | 284 | 62^ | 45v | 87^ | 65^ |
| 1 WED. 8.00P 180 ABC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.3 | 20 | 1035 | 1841 | 797 | 342 | 900 | 280 | 440 | 440 | 408 | 340 | 683 | 215^ | 361 | 359 | 313 | 269 | 104^ | 65^ | 154^ | 104^ |
| 8.30 - 9.00 | | | | A | 12.1 | 18 | 941 | 1815 | 760 | 295 | 883 | 245^ | 373 | 407 | 381 | 386 | 686 | 205^ | 335 | 346 | 319 | 284 | 89^ | 50v | 157^ | 103^ |
| 9.00 - 9.30 | | | | A | 13.5 | 20 | 1050 | 1662 | 726 | 239 | 794 | 258 | 384 | 387 | 329 | 327 | 733 | 219^ | 402 | 396 | 354 | 299 | 64^ | 47v | 71^ | 58v |
| 9.30 - 10.00 | | | | A | 13.3 | 20 | 1035 | 1683 | 774 | 267 | 843 | 258 | 380 | 397 | 356 | 360 | 720 | 214^ | 365 | 370 | 326 | 306 | 68^ | 61^ | 52v | 43v |
| 10.00 - 10.30 | | | | A | 12.7 | 21 | 988 | 1628 | 797 | 266 | 855 | 262 | 393 | 420 | 367 | 352 | 707 | 195^ | 371 | 395 | 373 | 279 | 23v | 23v | 43v | 39v |
| 10.30 - 11.00 | | | | A | 10.8 | 18 | 840 | 1676 | 777 | 244^ | 846 | 300 | 420 | 422 | 336 | 332 | 761 | 238^ | 431 | 445 | 406 | 257^ | 21v | 21v | 48v | 45v |
| ABC NEWSBRIEF-M-F | 88 | 192 | 188 | A | 17.3 | 26 | 1346 | 1779 | 800 | 348 | 870 | 328 | 518 | 471 | 388 | 267 | 619 | 244 | 373 | 333 | 268 | 201 | 166 | 98 | 124 | 90 |
| 1 MTUTH 9.58P 1 ABC N | | 98 | 95 | B | 17.0 | 26 | 1323 | 1782 | 719 | 303 | 789 | 308 | 477 | 422 | 347 | 244 | 638 | 260 | 397 | 356 | 282 | 191 | 172 | 90 | 183 | 131 |
| 1 WED. 9.58P 2 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TU 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 10.25P 1 | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 18 | 192 | 193 | A | 22.7 | 36 | 1766 | 1890 | 779 | 361 | 879 | 322 | 535 | 444 | 408 | 278 | 546 | 215 | 359 | 295 | 233 | 168 | 201 | 138 | 264 | 202 |
| SAT. 9.58P 1 ABC N | | 97 | 98 | B | 22.6 | 38 | 1758 | 2003 | 795 | 328 | 877 | 338 | 530 | 459 | 373 | 282 | 575 | 228 | 357 | 307 | 247 | 180 | 225 | 137 | 326 | 248 |
| ABC NEWSBRIEF-SUN. | 18 | 174 | 183 | A | 16.6 | 24 | 1291 | 2025 | 733 | 261 | 818 | 304 | 504 | 448 | 372 | 239 | 717 | 270 | 415 | 342 | 317 | 247 | 211 | 106 | 279 | 184 |
| SUN. 7.58P 1 ABC N | | 95 | 97 | B | 15.7 | 23 | 1221 | 2024 | 705 | 301 | 779 | 303 | 484 | 421 | 349 | 229 | 709 | 286 | 452 | 392 | 328 | 199 | 219 | 114 | 317 | 210 |
| ABC SUNDAY NIGHT MOVIE | 17 | 200 | 200 | A | 21.4 | 31 | 1665 | 1865 | 756 | 333 | 877 | 325 | 558 | 520 | 438 | 241 | 686 | 265 | 437 | 412 | 313 | 207 | 164 | 97 | 138 | 95 |
| 1 SUN. 8.00P 173 ABC FF | | 99 | 99 | B | 19.9 | 30 | 1548 | 1890 | 733 | 334 | 816 | 355 | 567 | 480 | 375 | 187 | 717 | 322 | 497 | 441 | 321 | 161 | 203 | 95 | 154 | 113 |
| 2 SUN. 8.00P 180 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 20.4 | 29 | 1587 | 1981 | 759 | 344 | 884 | 325 | 559 | 521 | 446 | 242 | 666 | 236 | 416 | 404 | 325 | 204 | 202 | 117 | 229 | 150 |
| 8.30 - 9.00 | | | | A | 20.8 | 29 | 1618 | 1943 | 742 | 346 | 876 | 332 | 564 | 505 | 438 | 237 | 651 | 241 | 410 | 399 | 313 | 196 | 195 | 115 | 221 | 151 |
| 9.00 - 9.30 | | | | A | 21.5 | 30 | 1673 | 1870 | 748 | 342 | 877 | 326 | 567 | 524 | 437 | 237 | 694 | 262 | 438 | 410 | 318 | 211 | 161 | 92 | 138 | 95 |
| 9.30 - 10.00 | | | | A | 21.7 | 31 | 1688 | 1823 | 765 | 347 | 884 | 333 | 572 | 536 | 440 | 237 | 698 | 277 | 447 | 418 | 308 | 209 | 152 | 92 | 89 | 65^ |
| 10.00 - 10.30 | | | | A | 22.0 | 32 | 1712 | 1793 | 759 | 314 | 873 | 319 | 552 | 522 | 437 | 246 | 701 | 280 | 447 | 422 | 310 | 209 | 142 | 87 | 77 | 57^ |
| 10.30 - 11.00 | | | | A | 22.1 | 35 | 1719 | 1792 | 772 | 309 | 878 | 314 | 543 | 514 | 439 | 256 | 711 | 285 | 452 | 434 | 315 | 211 | 135 | 81 | 68^ | 51^ |
| ABC WORLD NEWS TONIGHT | 89 | 202 | 200 | A | 13.6 | 22 | 1058 | 1604 | 733 | 252 | 791 | 202 | 348 | 324 | 383 | 374 | 616 | 144 | 274 | 282 | 313 | 281 | 79 | 39^ | 118 | 78 |
| M-F 6.30P 30 ABC N | | 99 | 99 | B | 12.7 | 22 | 988 | 1633 | 694 | 235 | 776 | 190 | 330 | 320 | 372 | 377 | 643 | 169 | 302 | 315 | 324 | 273 | 92 | 49 | 122 | 73 |
| ABC WRLD NEWS TONIGHT-SUN | 16 | | 152 | A | 12.6 | 22 | 980 | 1758 | 796 | 264 | 855 | 238^ | 412 | 360 | 446 | 368 | 749 | 193^ | 369 | 281 | 422 | 336 | 30v | 30v | 124^ | 56v |
| 2 SUN. 6.30P 30 ABC N | | | 83 | B | 8.6 | 15 | 669 | 1699 | 766 | 256 | 824 | 204 | 359 | 361 | 367 | 390 | 647 | 179 | 303 | 278 | 288 | 292 | 87 | 46 | 141 | 84 |
| ALICE | 13 | 195 | 196 | A | 21.9 | 33 | 1704 | 1825 | 804 | 285 | 859 | 241 | 452 | 410 | 399 | 352 | 634 | 207 | 338 | 318 | 299 | 243 | 163 | 81 | 169 | 118 |
| 1 SUN. 9.00P 30 CBS CS | | 99 | 99 | B | 23.4 | 33 | 1821 | 1844 | 821 | 298 | 899 | 257 | 447 | 413 | 405 | 384 | 599 | 162 | 295 | 284 | 290 | 258 | 158 | 83 | 188 | 132 |
| 2 SUN. 10.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | HH SHARE % | HH AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AMERICAN MUSIC AWARDS(S) 1 FRI. 9.00P 118 ABC AC | | 196 / 99 | | A | 14.4 | 22 | 1120 | 1688 | 779 | 334 | 876 | 388 | 611 | 471 | 380 | 186^ | 564 | 194^ | 369 | 332 | 272 | 149^ | 124^ | 85^ | 124^ | 113^ |
| 9.00 - 9.30 | | | | A | 16.1 | 25 | 1253 | 1661 | 852 | 416 | 944 | 399 | 612 | 492 | 394 | 244 | 505 | 161^ | 306 | 277 | 226 | 168^ | 103^ | 70^ | 109^ | 99^ |
| 9.30 - 10.00 | | | | A | 15.8 | 24 | 1229 | 1639 | 792 | 356 | 880 | 372 | 593 | 457 | 396 | 200 | 539 | 186^ | 345 | 285 | 241 | 156^ | 106^ | 68^ | 114^ | 103^ |
| 10.00 - 10.30 | | | | A | 13.0 | 20 | 1011 | 1754 | 712 | 257 | 823 | 402 | 623 | 447 | 347 | 135^ | 601 | 219^ | 415 | 377 | 303 | 138^ | 153^ | 109^ | 177^ | 154^ |
| 10.30 - 11.00 | | | | A | 12.7 | 20 | 988 | 1699 | 730 | 274 | 828 | 381 | 620 | 474 | 365 | 141^ | 629 | 221^ | 437 | 412 | 335 | 128^ | 139^ | 97^ | 103^ | 103^ |
| ARCHIE BUNKER'S PLACE 1 SUN. 8.00P 30 CBS CS | 12 | 197 / 99 | | A | 22.7 | 33 | 1766 | 1768 | 752 | 344 | 865 | 260 | 396 | 307 | 380 | 407 | 645 | 123^ | 245 | 253 | 361 | 347 | 96^ | 55^ | 162 | 127^ |
| | | | | B | 22.4 | 32 | 1743 | 1829 | 793 | 295 | 884 | 231 | 401 | 379 | 404 | 406 | 651 | 154 | 293 | 298 | 329 | 300 | 124 | 68 | 170 | 122 |
| BARBARA MANDRELL SAT. 8.00P 60 NBC GV | 10 | 199 / 98 | 203 / 99 | A | 17.1 | 27 | 1330 | 1893 | 746 | 328 | 820 | 226 | 428 | 386 | 416 | 335 | 674 | 195 | 346 | 326 | 333 | 252 | 95 | 55^ | 304 | 206 |
| | | | | B | 17.2 | 28 | 1338 | 1970 | 776 | 303 | 864 | 222 | 427 | 410 | 432 | 360 | 725 | 205 | 379 | 361 | 373 | 275 | 121 | 56 | 260 | 173 |
| 8.00 - 8.30 | | | | A | 17.3 | 28 | 1346 | 1882 | 735 | 317 | 804 | 222 | 416 | 380 | 405 | 332 | 662 | 199 | 352 | 320 | 322 | 244 | 98 | 55^ | 318 | 212 |
| 8.30 - 9.00 | | | | A | 17.0 | 27 | 1323 | 1881 | 750 | 335 | 830 | 228 | 437 | 389 | 423 | 337 | 677 | 188 | 338 | 325 | 340 | 258 | 85^ | 53^ | 289 | 197 |
| BARNEY MILLER 1 THU. 9.00P 30 ABC CS; 2 THU. 9.27P 30 | 11 | 193 / 97 | 202 / 99 | A | 18.9 | 28 | 1470 | 1771 | 743 | 337 | 811 | 361 | 550 | 487 | 340 | 193 | 608 | 250 | 422 | 395 | 297 | 146 | 174 | 61^ | 178 | 143 |
| | | | | B | 19.0 | 29 | 1478 | 1804 | 727 | 316 | 803 | 338 | 505 | 433 | 339 | 227 | 617 | 262 | 414 | 354 | 274 | 167 | 182 | 94 | 202 | 151 |
| BENSON FRI. 8.00P 30 ABC CS | 13 | 193 / 97 | 203 / 98 | A | 15.2 | 24 | 1183 | 1898 | 864 | 402 | 950 | 377 | 576 | 510 | 406 | 294 | 584 | 207 | 336 | 288 | 269 | 197 | 142 | 94^ | 222 | 155 |
| | | | | B | 16.7 | 27 | 1299 | 1839 | 775 | 317 | 848 | 278 | 465 | 442 | 411 | 298 | 546 | 176 | 297 | 285 | 274 | 192 | 192 | 111 | 253 | 176 |
| BIG EVENT 1 SUN. 9.00P 120 NBC FV | 17 | 204 / 99 | 202 / 99 | A | 15.5 | 22 | 1206 | 1995 | 685 | 297 | 750 | 359 | 545 | 399 | 332 | 155 | 906 | 489 | 674 | 485 | 333 | 172 | 220 | 82^ | 119 | 87^ |
| | | | | B | 19.1 | 29 | 1486 | 1894 | 713 | 314 | 790 | 322 | 519 | 455 | 368 | 202 | 786 | 329 | 538 | 469 | 374 | 188 | 169 | 74 | 149 | 102 |
| 2 SUN. 8.00P 180 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 11.7 | 17 | 910 | 1935 | 607 | 256^ | 739 | 389 | 540 | 374 | 271 | 172^ | 759 | 428 | 556 | 358 | 242^ | 174^ | 157^ | 107^ | 280 | 197^ |
| 8.30 - 9.00 | | | | A | 11.0 | 15 | 856 | 1919 | 608 | 204^ | 693 | 328 | 495 | 334 | 284 | 169^ | 813 | 458 | 597 | 386 | 256^ | 178^ | 200^ | 125^ | 213^ | 176^ |
| 9.00 - 9.30 | | | | A | 15.3 | 21 | 1190 | 2128 | 748 | 355 | 820 | 375 | 598 | 445 | 368 | 166 | 924 | 515 | 688 | 494 | 332 | 168 | 240 | 83^ | 144 | 108 |
| 9.30 - 10.00 | | | | A | 16.2 | 23 | 1260 | 2022 | 704 | 315 | 765 | 356 | 550 | 417 | 340 | 162 | 914 | 492 | 680 | 503 | 335 | 168 | 224 | 73^ | 119 | 82^ |
| 10.00 - 10.30 | | | | A | 16.7 | 24 | 1299 | 2008 | 696 | 289 | 745 | 363 | 544 | 397 | 342 | 147 | 952 | 510 | 713 | 522 | 360 | 171 | 231 | 71^ | 80^ | 60^ |
| 10.30 - 11.00 | | | | A | 18.0 | 28 | 1400 | 1896 | 657 | 288 | 710 | 347 | 514 | 377 | 325 | 141 | 922 | 482 | 685 | 500 | 354 | 177 | 208 | 74^ | 56^ | 43^ |
| BJ AND THE BEAR TUE. 9.00P 60 NBC A | 4 | 202 / 99 | 198 / 98 | A | 19.6 | 28 | 1525 | 2049 | 690 | 229 | 760 | 277 | 437 | 383 | 326 | 264 | 760 | 283 | 453 | 359 | 336 | 256 | 181 | 72^ | 348 | 239 |
| | | | | B | 20.4 | 30 | 1587 | 2001 | 679 | 246 | 756 | 262 | 414 | 358 | 318 | 286 | 742 | 264 | 428 | 368 | 336 | 256 | 203 | 75 | 300 | 206 |
| 9.00 - 9.30 | | | | A | 19.1 | 28 | 1486 | 2063 | 688 | 225 | 755 | 276 | 433 | 380 | 322 | 260 | 759 | 276 | 451 | 369 | 340 | 254 | 168 | 71^ | 381 | 255 |
| 9.30 - 10.00 | | | | A | 20.1 | 29 | 1564 | 2030 | 688 | 231 | 761 | 276 | 434 | 384 | 329 | 268 | 759 | 286 | 448 | 347 | 331 | 258 | 196 | 76^ | 314 | 223 |
| BOSOM BUDDIES THU. 8.30P 30 ABC CS | 10 | 199 / 98 | 194 / 96 | A | 17.2 | 25 | 1338 | 2001 | 802 | 369 | 856 | 380 | 568 | 482 | 344 | 216 | 584 | 272 | 412 | 344 | 238 | 136 | 217 | 135 | 344 | 252 |
| | | | | B | 17.9 | 28 | 1393 | 2006 | 682 | 336 | 766 | 359 | 530 | 428 | 309 | 178 | 629 | 302 | 461 | 383 | 265 | 126 | 266 | 147 | 345 | 252 |
| BRADY GIRLS GET MARRIED 2 FRI. 8.30P 30 NBC CS | 1 | | 192 / 98 | A | 20.1 | 31 | 1564 | 1911 | 771 | 302 | 871 | 331 | 520 | 444 | 359 | 288 | 478 | 176 | 296 | 261 | 214 | 150^ | 133^ | 98^ | 429 | 319 |
| | | | | B | 20.1 | 31 | 1564 | 1911 | 771 | 302 | 871 | 331 | 520 | 444 | 359 | 288 | 478 | 176 | 296 | 261 | 214 | 150 | 133 | 98 | 429 | 319 |
| BUCK ROGERS-25TH CENTURY THU. 8.00P 60 NBC SF | 4 | 200 / 99 | 207 / 99 | A | 15.6 | 23 | 1214 | 2233 | 638 | 268 | 701 | 306 | 507 | 445 | 315 | 147 | 723 | 328 | 542 | 469 | 328 | 138 | 251 | 63^ | 558 | 359 |
| | | | | B | 15.7 | 23 | 1221 | 2157 | 665 | 289 | 723 | 319 | 537 | 453 | 328 | 138 | 675 | 321 | 505 | 449 | 309 | 112 | 272 | 93 | 487 | 323 |
| 8.00 - 8.30 | | | | A | 15.1 | 22 | 1175 | 2216 | 655 | 274 | 711 | 310 | 505 | 446 | 312 | 157 | 729 | 323 | 545 | 477 | 333 | 144 | 236 | 63^ | 540 | 343 |
| 8.30 - 9.00 | | | | A | 16.1 | 23 | 1253 | 2235 | 622 | 260 | 691 | 300 | 505 | 440 | 317 | 141 | 711 | 329 | 539 | 460 | 322 | 130 | 259 | 63^ | 574 | 375 |
| BUGS BUNNY'S VALENTINE(S) 2 WED. 8.00P 30 CBS EA | | | 195 / 98 | A | 16.3 | 24 | 1268 | 2035 | 606 | 209 | 641 | 223 | 398 | 390 | 310 | 192 | 500 | 195 | 325 | 269 | 206 | 158^ | 245 | 125^ | 649 | 347 |
| BUNKER(S) 1 TUE. 8.00P 180 CBS GD | | 189 / 98 | | A | 23.4 | 35 | 1821 | 1804 | 773 | 300 | 851 | 283 | 492 | 476 | 436 | 274 | 778 | 253 | 483 | 466 | 427 | 240 | 102^ | 73^ | 73^ | 54^ |
| 8.00 - 8.30 | | | | A | 23.3 | 33 | 1813 | 1837 | 715 | 265 | 803 | 254 | 443 | 443 | 413 | 275 | 780 | 238 | 488 | 483 | 445 | 242 | 133 | 81^ | 121^ | 82^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

Column group note: HOUSEHOLD AUDIENCES; AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES.



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUNKER(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 24.2 | 34 | 1883 | 1799 | 732 | 294 | 827 | 273 | 478 | 464 | 425 | 268 | 774 | 254 | 491 | 487 | 428 | 238 | 98^ | 80^ | 100^ | 64^ |
| 9.00 - 9.30 | | | | A | 24.5 | 35 | 1906 | 1749 | 763 | 289 | 834 | 282 | 490 | 472 | 425 | 267 | 739 | 230 | 453 | 446 | 405 | 238 | 93^ | 72^ | 83^ | 64^ |
| 9.30 - 10.00 | | | | A | 24.4 | 35 | 1898 | 1789 | 775 | 316 | 850 | 297 | 505 | 478 | 428 | 261 | 784 | 268 | 483 | 465 | 410 | 242 | 88^ | 70^ | 67^ | 51^ |
| 10.00 - 10.30 | | | | A | 23.1 | 36 | 1797 | 1821 | 828 | 323 | 899 | 298 | 522 | 496 | 457 | 289 | 786 | 260 | 488 | 452 | 432 | 236 | 96^ | 61^ | 40^ | 34v |
| 10.30 - 11.00 | | | | A | 21.2 | 35 | 1649 | 1804 | 822 | 310 | 885 | 285 | 512 | 500 | 471 | 283 | 788 | 263 | 491 | 453 | 435 | 236 | 104^ | 73^ | 27v | 19v |
| CBS EVENING NEWS-CRONKITE | 90 | 197 | 196 | A | 16.9 | 27 | 1315 | 1552 | 730 | 216 | 784 | 137 | 289 | 317 | 385 | 422 | 624 | 121 | 259 | 279 | 332 | 306 | 73 | 22^ | 71 | 45 |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 15.6 | 27 | 1214 | 1565 | 706 | 214 | 767 | 146 | 282 | 320 | 376 | 403 | 628 | 128 | 272 | 285 | 331 | 301 | 77 | 36 | 93 | 57 |
| CBS EVENING NEWS-DEAN | 11 | 164 | | A | 12.4 | 20 | 965 | 1656 | 693 | 293 | 837 | 193^ | 290 | 313 | 395 | 469 | 704 | 149^ | 262 | 271 | 375 | 381 | 31v | LT | 84^ | 61v |
| 1 SUN. 6.30P 30 CBS N | | 91 | | B | 10.7 | 18 | 832 | 1630 | 736 | 268 | 818 | 179 | 313 | 326 | 369 | 433 | 653 | 153 | 291 | 306 | 319 | 308 | 55 | 25 | 104 | 71 |
| CBS EVENING NEWS-DEAN(B) | | | 112 | A | 6.2 | 11 | 482 | 1614 | 797 | 319^ | 815 | 171^ | 284^ | 233^ | 394^ | 484^ | 700 | 95v | 265^ | 287^ | 442^ | 387^ | 99v | 99v | LT | LT |
| 2 SUN. 6.35P 25 CBS N | | | 62 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS REPORTS(S) | | 194 | | A | 10.4 | 17 | 809 | 1726 | 692 | 213^ | 697 | 252^ | 376 | 323 | 304 | 262^ | 875 | 305 | 554 | 408 | 394 | 321 | 91^ | 68v | 63v | 41v |
| 1 THU. 10.00P 60 CBS DN | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 11.6 | 18 | 902 | 1743 | 733 | 234^ | 741 | 268 | 392 | 340 | 324 | 279 | 864 | 289 | 563 | 434 | 415 | 301 | 79^ | 60v | 59v | 38v |
| 10.30 - 11.00 | | | | A | 9.1 | 15 | 708 | 1710 | 646 | 188^ | 646 | 232^ | 357 | 301^ | 279^ | 244^ | 892 | 332^ | 549 | 377 | 362 | 343 | 102^ | 76v | 70v | 46v |
| CBS SAT. NEWS-SCHIEFFER | 19 | 134 | 149 | A | 10.4 | 18 | 809 | 1663 | 767 | 301 | 794 | 110^ | 318 | 323 | 411 | 431 | 695 | 138^ | 276 | 286 | 366 | 362 | 111^ | 15v | 63^ | 53^ |
| SAT. 6.30P 30 CBS N | | 77 | 85 | B | 11.0 | 21 | 856 | 1581 | 709 | 193 | 770 | 128 | 259 | 291 | 362 | 436 | 661 | 147 | 280 | 278 | 329 | 323 | 64 | 29 | 86 | 53 |
| CBS TUESDAY NIGHT MOVIES | 9 | | 186 | A | 13.5 | 21 | 1050 | 1754 | 752 | 284 | 816 | 251 | 513 | 493 | 433 | 251 | 667 | 272 | 430 | 421 | 296 | 167^ | 200^ | 79^ | 71^ | 54v |
| 2 TUE. 9.00P 120 CBS FF | | | 98 | B | 17.8 | 27 | 1385 | 1762 | 750 | 307 | 860 | 326 | 536 | 456 | 388 | 259 | 616 | 232 | 380 | 358 | 298 | 174 | 154 | 76 | 132 | 86 |
| 9.00 - 9.30 | | | | A | 14.8 | 22 | 1151 | 1724 | 763 | 307 | 836 | 253 | 521 | 517 | 440 | 252 | 610 | 215 | 369 | 391 | 293 | 176^ | 182^ | 85^ | 96^ | 72^ |
| 9.30 - 10.00 | | | | A | 14.3 | 21 | 1113 | 1764 | 773 | 328 | 845 | 253 | 545 | 532 | 458 | 247 | 667 | 263 | 430 | 452 | 317 | 159^ | 170^ | 76^ | 82^ | 72^ |
| 10.00 - 10.30 | | | | A | 13.0 | 20 | 1011 | 1792 | 749 | 237 | 807 | 249 | 497 | 473 | 430 | 257 | 717 | 314 | 473 | 446 | 301 | 165^ | 215^ | 81^ | 53v | 39v |
| 10.30 - 11.00 | | | | A | 12.0 | 20 | 934 | 1721 | 712 | 254 | 761 | 253^ | 479 | 432 | 396 | 244^ | 669 | 303 | 446 | 397 | 268 | 158^ | 248^ | 76^ | 43v | 25v |
| CBS WEDNESDAY NIGHT MOVIE | 12 | 176 | 189 | A | 15.1 | 23 | 1175 | 1774 | 785 | 358 | 890 | 361 | 597 | 477 | 394 | 238 | 639 | 224 | 391 | 375 | 316 | 193 | 148 | 79^ | 97^ | 60^ |
| 1 WED. 9.00P 120 CBS FF | | 97 | 98 | B | 18.1 | 29 | 1408 | 1761 | 745 | 290 | 836 | 304 | 510 | 444 | 404 | 257 | 641 | 222 | 386 | 372 | 321 | 195 | 152 | 73 | 132 | 89 |
| 2 WED. 8.30P 150 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 11.4 | 17 | 887 | 1762 | 644 | 245^ | 734 | 266^ | 447 | 400 | 304 | 253^ | 547 | 191^ | 304 | 283 | 220^ | 219^ | 214^ | 126^ | 267 | 105^ |
| 9.00 - 9.30 | | | | A | 15.1 | 22 | 1175 | 1797 | 834 | 390 | 924 | 370 | 608 | 487 | 417 | 246 | 611 | 198 | 374 | 368 | 323 | 182 | 135 | 56^ | 127 | 77^ |
| 9.30 - 10.00 | | | | A | 15.6 | 23 | 1214 | 1751 | 792 | 381 | 907 | 378 | 604 | 474 | 395 | 246 | 631 | 233 | 389 | 375 | 307 | 186 | 121 | 64^ | 92^ | 61^ |
| 10.00 - 10.30 | | | | A | 16.1 | 26 | 1253 | 1790 | 784 | 363 | 902 | 370 | 623 | 496 | 406 | 222 | 680 | 236 | 415 | 405 | 346 | 195 | 153 | 85^ | 55^ | 44^ |
| 10.30 - 11.00 | | | | A | 15.6 | 26 | 1214 | 1754 | 778 | 343 | 884 | 365 | 607 | 475 | 389 | 228 | 666 | 237 | 412 | 381 | 324 | 201 | 155 | 88^ | 49^ | 42^ |
| CHARLIE'S ANGELS | 3 | 191 | 197 | A | 15.7 | 25 | 1221 | 1990 | 738 | 281 | 834 | 286 | 452 | 402 | 361 | 317 | 615 | 173 | 331 | 290 | 289 | 235 | 201 | 120 | 340 | 254 |
| SAT. 8.00P 60 ABC PD | | 95 | 98 | B | 15.7 | 25 | 1221 | 1987 | 730 | 278 | 824 | 266 | 427 | 388 | 338 | 335 | 628 | 179 | 330 | 292 | 296 | 247 | 188 | 110 | 347 | 248 |
| 8.00 - 8.30 | | | | A | 14.7 | 23 | 1144 | 1970 | 734 | 268 | 823 | 272 | 437 | 398 | 364 | 319 | 624 | 177 | 333 | 291 | 290 | 240 | 200 | 115 | 323 | 234 |
| 8.30 - 9.00 | | | | A | 16.8 | 27 | 1307 | 1982 | 733 | 290 | 833 | 292 | 454 | 399 | 354 | 313 | 597 | 169 | 323 | 284 | 281 | 228 | 202 | 125 | 350 | 267 |
| CHIPS | 8 | 210 | | A | 21.6 | 31 | 1680 | 2380 | 753 | 349 | 824 | 341 | 574 | 488 | 395 | 198 | 804 | 383 | 609 | 490 | 352 | 150 | 274 | 86^ | 478 | 297 |
| 1 SUN. 8.00P 60 NBC OP | | 99 | | B | 19.6 | 28 | 1525 | 2272 | 716 | 285 | 808 | 340 | 534 | 443 | 346 | 215 | 763 | 323 | 536 | 477 | 361 | 168 | 258 | 94 | 443 | 299 |
| 8.00 - 8.30 | | | | A | 21.2 | 30 | 1649 | 2388 | 757 | 349 | 826 | 339 | 575 | 495 | 396 | 198 | 790 | 372 | 592 | 482 | 342 | 153 | 290 | 94^ | 482 | 303 |
| 8.30 - 9.00 | | | | A | 22.1 | 31 | 1719 | 2356 | 744 | 346 | 817 | 342 | 568 | 481 | 393 | 195 | 813 | 394 | 622 | 495 | 360 | 143 | 255 | 76^ | 471 | 292 |
| CONCRETE COWBOYS | 1 | | 190 | A | 16.2 | 29 | 1260 | 1987 | 782 | 279 | 876 | 328 | 570 | 479 | 413 | 228 | 672 | 285 | 408 | 373 | 300 | 185^ | 211 | 90^ | 228 | 168^ |
| 2 SAT. 10.00P 60 CBS A | | | 99 | B | 16.2 | 29 | 1260 | 1987 | 782 | 279 | 876 | 328 | 570 | 479 | 413 | 228 | 672 | 285 | 408 | 373 | 300 | 185 | 211 | 90 | 228 | 168 |
| 10.00 - 10.30 | | | | A | 16.2 | 28 | 1260 | 1948 | 785 | 291 | 881 | 335 | 575 | 477 | 407 | 228 | 648 | 264 | 389 | 360 | 300 | 183^ | 205 | 86^ | 214 | 151^ |
| 10.30 - 11.00 | | | | A | 16.2 | 29 | 1260 | 2016 | 779 | 265 | 871 | 321 | 565 | 479 | 421 | 228 | 692 | 305 | 425 | 389 | 298 | 182^ | 212 | 91^ | 241 | 183^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DALLAS | 13 | 206 | 206 | A | 33.2 | 53 | 2583 | 1801 | 818 | 304 | 895 | 351 | 533 | 467 | 395 | 295 | 616 | 240 | 371 | 339 | 274 | 194 | 139 | 87 | 151 | 117 |
| FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 36.5 | 59 | 2840 | 1892 | 833 | 315 | 920 | 356 | 551 | 488 | 401 | 296 | 637 | 249 | 386 | 346 | 284 | 202 | 163 | 95 | 172 | 136 |
| 10.00 - 10.30 | | | | A | 32.8 | 51 | 2552 | 1807 | 812 | 303 | 891 | 347 | 526 | 457 | 390 | 302 | 610 | 235 | 367 | 334 | 274 | 197 | 138 | 87 | 168 | 128 |
| 10.30 - 11.00 | | | | A | 33.6 | 54 | 2614 | 1790 | 820 | 302 | 895 | 353 | 537 | 470 | 397 | 290 | 619 | 245 | 376 | 340 | 272 | 193 | 140 | 86 | 136 | 105 |
| DIFF'RENT STROKES | 12 | 202 | 208 | A | 27.6 | 40 | 2147 | 1960 | 784 | 283 | 852 | 302 | 468 | 385 | 372 | 309 | 561 | 204 | 321 | 278 | 255 | 183 | 252 | 136 | 295 | 229 |
| WED. 9.00P 30 NBC CS | | 98 | 99 | B | 20.8 | 32 | 1618 | 1932 | 758 | 294 | 817 | 243 | 425 | 398 | 381 | 319 | 556 | 168 | 297 | 282 | 263 | 212 | 250 | 113 | 309 | 233 |
| DISNEY'S WONDERFUL WORLD | 13 | 210 | | A | 18.2 | 27 | 1416 | 2746 | 713 | 326 | 799 | 412 | 615 | 513 | 313 | 146^ | 741 | 343 | 609 | 511 | 349 | 107^ | 303 | 160^ | 903 | 483 |
| 1 SUN. 7.00P 60 NBC FV | | 98 | | B | 16.1 | 25 | 1253 | 2370 | 663 | 285 | 742 | 327 | 500 | 436 | 313 | 195 | 680 | 296 | 481 | 413 | 316 | 158 | 268 | 112 | 680 | 421 |
| 7.00 - 7.30 | | | | A | 16.5 | 25 | 1284 | 2649 | 691 | 316 | 794 | 413 | 604 | 503 | 302 | 151^ | 699 | 304 | 561 | 474 | 342 | 119^ | 269 | 144^ | 887 | 476 |
| 7.30 - 8.00 | | | | A | 19.9 | 29 | 1548 | 2821 | 729 | 335 | 801 | 411 | 626 | 516 | 319 | 144^ | 778 | 375 | 654 | 536 | 358 | 101^ | 328 | 173 | 914 | 485 |
| DUKES OF HAZZARD | 12 | 203 | 205 | A | 28.1 | 43 | 2186 | 2136 | 715 | 251 | 792 | 309 | 476 | 403 | 344 | 265 | 607 | 218 | 346 | 309 | 291 | 210 | 161 | 82 | 576 | 403 |
| FRI. 9.00P 60 CBS CS | | 97 | 99 | B | 27.9 | 44 | 2171 | 2155 | 737 | 273 | 806 | 291 | 477 | 420 | 369 | 271 | 642 | 220 | 381 | 345 | 325 | 213 | 201 | 97 | 506 | 364 |
| 9.00 - 9.30 | | | | A | 26.9 | 41 | 2093 | 2155 | 713 | 257 | 787 | 302 | 468 | 399 | 340 | 267 | 603 | 211 | 338 | 306 | 291 | 213 | 160 | 80 | 605 | 420 |
| 9.30 - 10.00 | | | | A | 29.3 | 44 | 2280 | 2114 | 719 | 246 | 799 | 319 | 484 | 408 | 347 | 262 | 607 | 224 | 351 | 313 | 284 | 207 | 159 | 81 | 549 | 388 |
| DYNASTY | 3 | 199 | 198 | A | 19.4 | 27 | 1509 | 1878 | 834 | 330 | 884 | 327 | 533 | 503 | 409 | 261 | 689 | 257 | 368 | 353 | 325 | 225 | 189 | 119 | 116 | 76^ |
| MON. 9.00P 60 ABC GD | | 99 | 99 | B | 19.9 | 28 | 1548 | 1812 | 799 | 338 | 859 | 318 | 513 | 482 | 391 | 266 | 658 | 245 | 357 | 343 | 302 | 219 | 167 | 107 | 128 | 85 |
| 9.00 - 9.30 | | | | A | 19.2 | 27 | 1494 | 1888 | 834 | 319 | 881 | 323 | 530 | 497 | 407 | 262 | 682 | 255 | 363 | 345 | 319 | 225 | 182 | 114 | 143 | 90 |
| 9.30 - 10.00 | | | | A | 19.7 | 28 | 1533 | 1851 | 826 | 337 | 877 | 327 | 529 | 504 | 409 | 257 | 691 | 259 | 370 | 360 | 328 | 222 | 195 | 125 | 88 | 64^ |
| EIGHT IS ENOUGH | 12 | | 202 | A | 16.8 | 25 | 1307 | 1950 | 824 | 346 | 860 | 335 | 568 | 505 | 416 | 242 | 495 | 248 | 351 | 257 | 156^ | 123^ | 254 | 172^ | 341 | 247 |
| 2 WED. 8.00P 60 ABC CS | | | 99 | B | 17.9 | 28 | 1393 | 1909 | 782 | 319 | 876 | 378 | 557 | 468 | 341 | 258 | 506 | 219 | 315 | 256 | 189 | 163 | 213 | 146 | 314 | 217 |
| 8.00 - 8.30 | | | | A | 15.1 | 23 | 1175 | 1922 | 832 | 341 | 865 | 317 | 556 | 500 | 427 | 257 | 513 | 265 | 354 | 248 | 144^ | 138^ | 256 | 177^ | 288 | 188^ |
| 8.30 - 9.00 | | | | A | 18.5 | 27 | 1439 | 1963 | 814 | 348 | 852 | 348 | 576 | 509 | 406 | 227 | 477 | 233 | 347 | 263 | 163 | 108^ | 250 | 167 | 384 | 296 |
| ENOS | 9 | 185 | | A | 21.2 | 32 | 1649 | 2169 | 848 | 307 | 872 | 356 | 581 | 449 | 418 | 254 | 616 | 229 | 370 | 371 | 315 | 172 | 233 | 135^ | 448 | 316 |
| 1 WED. 8.00P 60 CBS CS | | 97 | | B | 17.5 | 27 | 1362 | 2164 | 701 | 261 | 753 | 262 | 450 | 401 | 374 | 246 | 688 | 247 | 435 | 396 | 361 | 197 | 245 | 102 | 478 | 318 |
| 8.00 - 8.30 | | | | A | 20.6 | 31 | 1603 | 2187 | 863 | 302 | 888 | 363 | 586 | 455 | 422 | 269 | 619 | 230 | 372 | 363 | 308 | 179 | 219 | 121^ | 461 | 321 |
| 8.30 - 9.00 | | | | A | 21.8 | 32 | 1696 | 2144 | 835 | 312 | 858 | 350 | 579 | 444 | 418 | 240 | 613 | 229 | 371 | 377 | 322 | 165 | 238 | 144 | 435 | 310 |
| FACTS OF LIFE | 10 | 192 | 199 | A | 25.7 | 38 | 1999 | 1933 | 788 | 292 | 864 | 326 | 510 | 405 | 364 | 281 | 545 | 187 | 301 | 271 | 246 | 187 | 250 | 140 | 274 | 224 |
| WED. 9.30P 30 NBC CS | | 96 | 98 | B | 20.0 | 31 | 1556 | 1932 | 766 | 296 | 840 | 266 | 461 | 415 | 385 | 309 | 553 | 165 | 296 | 284 | 262 | 209 | 269 | 138 | 270 | 208 |
| FANTASY ISLAND | 14 | 200 | 199 | A | 19.7 | 34 | 1533 | 1770 | 745 | 338 | 834 | 308 | 511 | 421 | 391 | 271 | 563 | 198 | 347 | 289 | 246 | 191 | 186 | 128 | 187 | 166 |
| SAT. 10.00P 60 ABC A | | 99 | 96 | B | 21.4 | 38 | 1665 | 1895 | 760 | 332 | 843 | 341 | 544 | 468 | 369 | 244 | 591 | 246 | 381 | 327 | 250 | 171 | 219 | 122 | 242 | 193 |
| 10.00 - 10.30 | | | | A | 20.0 | 34 | 1556 | 1796 | 731 | 340 | 823 | 307 | 505 | 409 | 377 | 270 | 566 | 203 | 352 | 295 | 246 | 187 | 196 | 137 | 211 | 186 |
| 10.30 - 11.00 | | | | A | 19.3 | 34 | 1502 | 1744 | 761 | 334 | 844 | 307 | 518 | 436 | 406 | 270 | 560 | 194 | 342 | 283 | 244 | 195 | 178 | 119 | 162 | 144 |
| FIRST KISS,CHARLIE BROWN(S) | | 200 | | A | 17.0 | 27 | 1323 | 2228 | 622 | 144^ | 631 | 294 | 390 | 343 | 241 | 199 | 530 | 225 | 361 | 350 | 261 | 113^ | 214 | 103^ | 853 | 481 |
| 1 FRI. 8.00P 30 CBS EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| FLAMINGO ROAD | 5 | 205 | 200 | A | 17.1 | 27 | 1330 | 1830 | 773 | 297 | 836 | 289 | 488 | 441 | 412 | 258 | 742 | 279 | 421 | 353 | 334 | 257 | 134 | 72^ | 118 | 62^ |
| TUE. 10.00P 60 NBC GD | | 99 | 98 | B | 17.8 | 28 | 1385 | 1755 | 727 | 292 | 793 | 269 | 446 | 428 | 384 | 261 | 735 | 261 | 428 | 404 | 344 | 245 | 143 | 74 | 84 | 49 |
| 10.00 - 10.30 | | | | A | 17.3 | 27 | 1346 | 1840 | 782 | 291 | 839 | 296 | 489 | 445 | 407 | 256 | 741 | 278 | 425 | 349 | 336 | 254 | 135 | 67^ | 125 | 69^ |
| 10.30 - 11.00 | | | | A | 16.9 | 28 | 1315 | 1805 | 763 | 302 | 832 | 283 | 485 | 436 | 413 | 259 | 736 | 278 | 413 | 356 | 330 | 256 | 127 | 75^ | 110 | 50^ |
| FLO | 11 | 187 | | A | 15.0 | 21 | 1167 | 1740 | 754 | 264 | 841 | 272 | 404 | 378 | 372 | 364 | 539 | 139^ | 296 | 309 | 303 | 195^ | 174^ | 89^ | 186^ | 123^ |
| 1 MON. 8.00P 30 CBS CS | | 98 | | B | 17.9 | 26 | 1393 | 1768 | 733 | 264 | 820 | 237 | 410 | 389 | 376 | 341 | 546 | 168 | 304 | 286 | 274 | 196 | 151 | 66 | 251 | 169 |
| FLO | 1 | | 182 | A | 13.2 | 21 | 1027 | 1884 | 850 | 246 | 944 | 334 | 543 | 456 | 410 | 345 | 546 | 232 | 356 | 322 | 258 | 139^ | 140^ | 53v | 254 | 178^ |
| 2 SAT. 9.00P 30 CBS CS | | | 98 | B | 13.2 | 21 | 1027 | 1884 | 850 | 246 | 944 | 334 | 543 | 456 | 410 | 345 | 546 | 232 | 356 | 322 | 258 | 139 | 140 | 53 | 254 | 178 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FOUL PLAY | 2 | 197 | 197 | A | 15.1 | 24 | 1175 | 1779 | 780 | 277 | 815 | 313 | 507 | 477 | 397 | 230 | 732 | 287 | 449 | 425 | 370 | 198 | 192 | 79^ | 40^ | 26v |
| MON. 10.00P 60 ABC CS | | 99 | 98 | B | 15.1 | 24 | 1175 | 1779 | 780 | 277 | 815 | 313 | 507 | 477 | 397 | 230 | 732 | 287 | 449 | 425 | 370 | 198 | 192 | 79 | 40 | 26 |
| 10.00 - 10.30 | | | | A | 15.7 | 24 | 1221 | 1762 | 794 | 293 | 823 | 319 | 513 | 486 | 401 | 228 | 710 | 282 | 430 | 407 | 354 | 199 | 189 | 87^ | 40^ | 24v |
| 10.30 - 11.00 | | | | A | 14.4 | 24 | 1120 | 1804 | 772 | 262 | 812 | 312 | 505 | 469 | 392 | 233 | 756 | 294 | 467 | 444 | 386 | 198 | 195 | 69^ | 41^ | 27v |
| GOLDEN GLOBE AWARDS(S) | | 189 | | A | 15.9 | 26 | 1237 | 1796 | 813 | 280 | 909 | 302 | 519 | 454 | 395 | 320 | 636 | 239 | 364 | 323 | 282 | 214 | 119^ | 42v | 132^ | 95^ |
| 1 SAT. 9.00P 120 CBS AC | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.4 | 26 | 1276 | 1824 | 824 | 276 | 908 | 314 | 542 | 461 | 366 | 308 | 653 | 253 | 381 | 345 | 288 | 208 | 129^ | 48^ | 134^ | 83^ |
| 9.30 - 10.00 | | | | A | 15.6 | 24 | 1214 | 1796 | 806 | 277 | 911 | 313 | 528 | 456 | 386 | 313 | 609 | 233 | 359 | 322 | 279 | 196 | 117^ | 38v | 159^ | 111^ |
| 10.00 - 10.30 | | | | A | 16.6 | 28 | 1291 | 1806 | 816 | 295 | 923 | 277 | 513 | 462 | 431 | 338 | 623 | 224 | 350 | 302 | 276 | 222 | 129^ | 40v | 131^ | 104^ |
| 10.30 - 11.00 | | | | A | 15.2 | 27 | 1183 | 1719 | 792 | 266 | 877 | 300 | 484 | 430 | 386 | 316 | 639 | 233 | 355 | 320 | 277 | 227 | 102^ | 43v | 101^ | 79^ |
| HAPPY DAYS | 11 | 206 | 204 | A | 21.4 | 31 | 1665 | 1929 | 669 | 318 | 733 | 312 | 503 | 448 | 328 | 168 | 480 | 197 | 322 | 261 | 210 | 138 | 284 | 157 | 432 | 304 |
| TUE. 8.00P 30 ABC CS | | 99 | 99 | B | 20.9 | 31 | 1626 | 1980 | 685 | 310 | 766 | 329 | 507 | 425 | 330 | 208 | 537 | 232 | 357 | 301 | 234 | 145 | 246 | 135 | 431 | 300 |
| HARPER VALLEY | 4 | 199 | 196 | A | 19.5 | 31 | 1517 | 1964 | 819 | 319 | 953 | 319 | 493 | 385 | 400 | 397 | 644 | 173 | 306 | 282 | 318 | 289 | 112 | 59^ | 255 | 182 |
| FRI. 8.00P 30 NBC CS | | 99 | 99 | B | 19.2 | 31 | 1494 | 1945 | 815 | 293 | 924 | 292 | 459 | 387 | 404 | 395 | 644 | 166 | 296 | 279 | 324 | 299 | 107 | 51 | 270 | 200 |
| HART TO HART | 10 | 203 | 201 | A | 20.6 | 33 | 1603 | 1729 | 763 | 304 | 849 | 362 | 566 | 481 | 358 | 231 | 600 | 280 | 408 | 323 | 242 | 165 | 191 | 83 | 89 | 50^ |
| TUE. 10.00P 60 ABC PD | | 99 | 98 | B | 20.5 | 33 | 1595 | 1716 | 751 | 295 | 824 | 328 | 527 | 463 | 369 | 234 | 627 | 278 | 414 | 345 | 263 | 177 | 175 | 95 | 90 | 61 |
| 10.00 - 10.30 | | | | A | 20.7 | 32 | 1610 | 1759 | 764 | 306 | 855 | 359 | 565 | 480 | 360 | 236 | 605 | 280 | 412 | 328 | 246 | 165 | 201 | 85 | 98 | 56^ |
| 10.30 - 11.00 | | | | A | 20.4 | 34 | 1587 | 1706 | 766 | 302 | 848 | 365 | 568 | 483 | 357 | 228 | 595 | 278 | 404 | 317 | 240 | 164 | 180 | 82 | 83 | 46^ |
| HILL STREET BLUES | 4 | 204 | 207 | A | 14.7 | 26 | 1144 | 1919 | 763 | 337 | 808 | 290 | 499 | 438 | 418 | 232 | 831 | 275 | 520 | 472 | 462 | 234 | 173 | 64^ | 107 | 71^ |
| SAT. 10.00P 60 NBC OP | | 98 | 99 | B | 15.1 | 26 | 1175 | 1857 | 740 | 341 | 786 | 271 | 487 | 460 | 414 | 207 | 819 | 284 | 515 | 464 | 437 | 234 | 139 | 45 | 113 | 87 |
| 10.00 - 10.30 | | | | A | 14.6 | 25 | 1136 | 1919 | 763 | 332 | 808 | 286 | 493 | 436 | 411 | 240 | 838 | 265 | 518 | 478 | 475 | 241 | 158 | 60^ | 115 | 71^ |
| 10.30 - 11.00 | | | | A | 14.9 | 27 | 1159 | 1898 | 754 | 340 | 799 | 289 | 497 | 433 | 425 | 222 | 814 | 279 | 514 | 463 | 444 | 224 | 187 | 65^ | 98^ | 70^ |
| HOOPER(S) | | | 193 | A | 29.2 | 41 | 2272 | 2122 | 734 | 302 | 790 | 272 | 490 | 450 | 373 | 236 | 756 | 315 | 499 | 408 | 352 | 193 | 218 | 81^ | 358 | 254 |
| 2 SUN. 8.00P 150 CBS FF | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 28.6 | 41 | 2225 | 2184 | 759 | 327 | 822 | 273 | 503 | 457 | 394 | 251 | 773 | 295 | 483 | 406 | 369 | 212 | 218 | 83^ | 371 | 277 |
| 8.30 - 9.00 | | | | A | 30.5 | 43 | 2373 | 2201 | 735 | 324 | 798 | 268 | 493 | 449 | 383 | 244 | 766 | 293 | 482 | 396 | 365 | 218 | 219 | 78^ | 418 | 294 |
| 9.00 - 9.30 | | | | A | 30.1 | 42 | 2342 | 2127 | 723 | 291 | 776 | 270 | 474 | 447 | 361 | 234 | 740 | 304 | 496 | 408 | 353 | 185 | 222 | 88^ | 389 | 270 |
| 9.30 - 10.00 | | | | A | 28.8 | 41 | 2241 | 2098 | 715 | 288 | 772 | 275 | 489 | 455 | 363 | 216 | 747 | 340 | 520 | 419 | 338 | 166 | 225 | 76^ | 354 | 245 |
| 10.00 - 10.30 | | | | A | 27.7 | 40 | 2155 | 2008 | 738 | 284 | 785 | 275 | 498 | 452 | 371 | 231 | 749 | 340 | 521 | 420 | 335 | 176 | 215 | 81^ | 259 | 184 |
| HOUSE CALLS | 11 | 198 | 204 | A | 22.4 | 32 | 1743 | 1820 | 817 | 344 | 907 | 379 | 559 | 477 | 357 | 299 | 621 | 248 | 411 | 360 | 271 | 173 | 138 | 51^ | 154 | 101 |
| MON. 9.30P 30 CBS CS | | 99 | 99 | B | 22.6 | 33 | 1758 | 1739 | 777 | 334 | 854 | 327 | 508 | 463 | 379 | 278 | 609 | 252 | 378 | 316 | 266 | 188 | 148 | 75 | 128 | 93 |
| I'M A BIG GIRL NOW | 13 | 191 | 202 | A | 15.7 | 24 | 1221 | 1885 | 886 | 393 | 967 | 351 | 509 | 471 | 399 | 345 | 626 | 228 | 347 | 305 | 281 | 238 | 121 | 74^ | 171 | 126 |
| FRI. 8.30P 30 ABC CS | | 98 | 99 | B | 16.7 | 27 | 1299 | 1818 | 780 | 319 | 860 | 294 | 472 | 446 | 398 | 302 | 547 | 182 | 309 | 300 | 270 | 185 | 177 | 108 | 234 | 169 |
| INCREDIBLE HULK | 10 | | 200 | A | 20.1 | 31 | 1564 | 2102 | 624 | 265 | 718 | 271 | 454 | 389 | 326 | 212 | 669 | 221 | 389 | 403 | 332 | 179 | 207 | 64^ | 508 | 325 |
| 2 FRI. 8.00P 60 CBS SF | | | 99 | B | 18.3 | 30 | 1424 | 2130 | 679 | 278 | 766 | 283 | 462 | 416 | 339 | 244 | 688 | 258 | 434 | 394 | 328 | 202 | 176 | 86 | 500 | 304 |
| 8.00 - 8.30 | | | | A | 18.5 | 29 | 1439 | 2153 | 618 | 265 | 712 | 265 | 452 | 388 | 327 | 208 | 661 | 202 | 379 | 415 | 347 | 175 | 223 | 74^ | 557 | 366 |
| 8.30 - 9.00 | | | | A | 21.7 | 33 | 1688 | 2053 | 630 | 264 | 723 | 277 | 456 | 388 | 324 | 214 | 673 | 236 | 396 | 390 | 320 | 184 | 191 | 54^ | 466 | 291 |
| JEFFERSONS | 12 | 193 | | A | 23.9 | 34 | 1859 | 1757 | 827 | 312 | 897 | 261 | 428 | 378 | 387 | 402 | 548 | 148 | 242 | 237 | 263 | 269 | 170 | 80^ | 142 | 115^ |
| 1 SUN. 9.30P 30 CBS CS | | 99 | | B | 24.1 | 35 | 1875 | 1818 | 830 | 315 | 909 | 267 | 469 | 434 | 416 | 366 | 602 | 177 | 304 | 283 | 280 | 255 | 173 | 90 | 134 | 99 |
| KNOTS LANDING | 10 | 190 | 199 | A | 19.3 | 31 | 1502 | 1725 | 790 | 315 | 904 | 347 | 535 | 431 | 412 | 298 | 615 | 245 | 363 | 269 | 247 | 225 | 119 | 76^ | 87 | 58^ |
| 1 THU. 9.00P 60 CBS GD | | 98 | 99 | B | 18.3 | 30 | 1424 | 1753 | 803 | 319 | 897 | 349 | 535 | 459 | 392 | 284 | 594 | 226 | 356 | 297 | 261 | 196 | 145 | 90 | 117 | 80 |
| 2 THU. 10.25P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.6 | 29 | 1525 | 1763 | 798 | 294 | 899 | 342 | 499 | 377 | 400 | 335 | 591 | 222 | 325 | 214 | 247 | 245 | 138^ | 89^ | 135^ | 96^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KNOTS LANDING-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 21.1 | 31 | 1642 | 1711 | 784 | 288 | 871 | 341 | 493 | 378 | 376 | 311 | 604 | 241 | 351 | 221 | 236 | 238 | 151 | 91^ | 85^ | 58^ |
| 10.30 - 11.00 | | | | A | 18.5 | 32 | 1439 | 1769 | 804 | 354 | 943 | 367 | 604 | 503 | 444 | 270 | 625 | 246 | 375 | 318 | 248 | 216 | 108^ | 62^ | 93^ | 56^ |
| 11.00 - 11.30 | | | | A | 18.2 | 34 | 1416 | 1571 | 747 | 317 | 878 | 327 | 531 | 466 | 425 | 266 | 619 | 270 | 402 | 346 | 253 | 171 | 62^ | 62^ | 12v | LT |
| LADIES' MAN | 11 | 180 | | A | 14.8 | 21 | 1151 | 1780 | 736 | 284 | 825 | 340 | 470 | 415 | 330 | 276 | 539 | 158^ | 320 | 314 | 278 | 169^ | 187^ | 89^ | 229 | 153^ |
| 1 MON. 8.30P 30 CBS CS | | 98 | | B | 17.0 | 24 | 1323 | 1777 | 730 | 267 | 808 | 272 | 448 | 407 | 368 | 291 | 567 | 198 | 336 | 307 | 279 | 181 | 173 | 86 | 229 | 154 |
| LADIES' MAN | 1 | | 184 | A | 10.8 | 17 | 840 | 1849 | 839 | 241^ | 936 | 324 | 551 | 448 | 412 | 335 | 547 | 210^ | 336 | 314 | 274^ | 143^ | 167^ | 80^ | 199^ | 147^ |
| 2 SAT. 9.30P 30 CBS CS | | | 98 | B | 10.8 | 17 | 840 | 1849 | 839 | 241 | 936 | 324 | 551 | 448 | 412 | 335 | 547 | 210 | 336 | 314 | 274 | 143 | 167 | 80 | 199 | 147 |
| LAVERNE & SHIRLEY | 10 | 208 | 205 | A | 20.6 | 30 | 1603 | 1928 | 714 | 349 | 775 | 368 | 555 | 459 | 320 | 164 | 489 | 219 | 339 | 281 | 199 | 131 | 240 | 126 | 424 | 300 |
| TUE. 8.30P 30 ABC CS | | 99 | 99 | B | 20.8 | 31 | 1618 | 1955 | 700 | 329 | 780 | 352 | 531 | 440 | 326 | 200 | 529 | 236 | 363 | 307 | 225 | 134 | 216 | 126 | 430 | 293 |
| LILY:SOLD OUT(S) | | | 202 | A | 24.8 | 38 | 1929 | 1688 | 796 | 368 | 913 | 321 | 566 | 490 | 408 | 305 | 631 | 234 | 418 | 395 | 302 | 174 | 99^ | 51^ | 45^ | 25v |
| 2 MON. 10.00P 60 CBS GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 25.9 | 38 | 2015 | 1724 | 805 | 385 | 935 | 333 | 576 | 504 | 414 | 310 | 635 | 228 | 417 | 402 | 313 | 173 | 105^ | 50^ | 49^ | 25v |
| 10.30 - 11.00 | | | | A | 23.7 | 38 | 1844 | 1640 | 783 | 348 | 886 | 305 | 551 | 476 | 403 | 299 | 623 | 238 | 418 | 386 | 288 | 175 | 92^ | 53^ | 39^ | 24v |
| LITTLE HOUSE-PRAIRIE | 18 | 216 | 217 | A | 24.7 | 34 | 1922 | 1943 | 829 | 305 | 923 | 334 | 470 | 404 | 337 | 379 | 544 | 189 | 276 | 239 | 227 | 241 | 148 | 113 | 328 | 188 |
| MON. 8.00P 60 NBC GD | | 99 | 99 | B | 22.6 | 33 | 1758 | 1944 | 813 | 298 | 904 | 323 | 480 | 420 | 354 | 361 | 532 | 171 | 274 | 249 | 233 | 227 | 170 | 111 | 338 | 211 |
| 8.00 - 8.30 | | | | A | 23.9 | 34 | 1859 | 1960 | 833 | 314 | 929 | 339 | 473 | 396 | 333 | 382 | 549 | 189 | 275 | 237 | 229 | 245 | 149 | 114 | 333 | 188 |
| 8.30 - 9.00 | | | | A | 25.5 | 35 | 1984 | 1918 | 825 | 296 | 917 | 330 | 466 | 407 | 339 | 378 | 537 | 186 | 275 | 237 | 225 | 236 | 142 | 110 | 322 | 187 |
| LOBO | 4 | 192 | 205 | A | 18.3 | 26 | 1424 | 2025 | 727 | 255 | 782 | 253 | 423 | 374 | 359 | 296 | 731 | 212 | 358 | 332 | 347 | 298 | 122 | 59^ | 390 | 261 |
| TUE. 8.00P 60 NBC A | | 98 | 99 | B | 19.3 | 28 | 1502 | 1989 | 737 | 258 | 798 | 233 | 406 | 374 | 388 | 318 | 722 | 197 | 356 | 352 | 368 | 292 | 137 | 56 | 332 | 210 |
| 8.00 - 8.30 | | | | A | 17.5 | 25 | 1362 | 2003 | 726 | 258 | 783 | 244 | 412 | 370 | 364 | 305 | 721 | 208 | 346 | 322 | 339 | 301 | 113 | 55^ | 386 | 250 |
| 8.30 - 9.00 | | | | A | 19.0 | 27 | 1478 | 2049 | 724 | 254 | 777 | 258 | 430 | 383 | 355 | 283 | 740 | 215 | 369 | 342 | 355 | 295 | 135 | 66^ | 397 | 270 |
| LOU GRANT | 13 | 197 | | A | 18.9 | 31 | 1470 | 1696 | 858 | 289 | 910 | 422 | 558 | 489 | 317 | 286 | 651 | 278 | 411 | 329 | 255 | 207 | 108^ | 11v | 27v | 15v |
| 1 MON. 10.00P 60 CBS GD | | 99 | | B | 18.7 | 30 | 1455 | 1557 | 759 | 295 | 830 | 341 | 519 | 469 | 355 | 244 | 562 | 246 | 351 | 304 | 233 | 170 | 116 | 53 | 49 | 32 |
| 10.00 - 10.30 | | | | A | 18.7 | 29 | 1455 | 1739 | 866 | 289 | 910 | 412 | 558 | 506 | 332 | 284 | 656 | 275 | 411 | 332 | 265 | 212 | 130^ | 23v | 43^ | 27v |
| 10.30 - 11.00 | | | | A | 19.2 | 33 | 1494 | 1638 | 841 | 286 | 900 | 426 | 549 | 465 | 298 | 287 | 642 | 280 | 409 | 323 | 242 | 201 | 85^ | LT | 11v | LT |
| LOVE BOAT | 15 | 198 | 199 | A | 24.9 | 39 | 1937 | 1911 | 792 | 363 | 890 | 321 | 538 | 451 | 412 | 290 | 562 | 220 | 365 | 292 | 239 | 174 | 186 | 129 | 273 | 206 |
| SAT. 9.00P 60 ABC CS | | 97 | 98 | B | 25.0 | 41 | 1945 | 1994 | 783 | 318 | 872 | 327 | 517 | 450 | 373 | 290 | 571 | 226 | 355 | 301 | 245 | 178 | 207 | 122 | 344 | 253 |
| 9.00 - 9.30 | | | | A | 24.2 | 38 | 1883 | 1921 | 801 | 368 | 899 | 317 | 542 | 457 | 423 | 296 | 565 | 213 | 361 | 286 | 244 | 181 | 179 | 127 | 278 | 209 |
| 9.30 - 10.00 | | | | A | 25.6 | 41 | 1992 | 1892 | 783 | 357 | 882 | 324 | 536 | 446 | 403 | 286 | 557 | 226 | 368 | 297 | 232 | 169 | 187 | 129 | 266 | 202 |
| LOVE LETTER TO JACK BENNY(S) | | | 204 | A | 18.3 | 29 | 1424 | 1584 | 755 | 186 | 830 | 178 | 360 | 374 | 397 | 408 | 626 | 159^ | 265 | 283 | 304 | 295 | 54^ | 24v | 74^ | 53^ |
| 2 THU. 9.26P 120 NBC CV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 19.5 | 28 | 1517 | 1705 | 766 | 181 | 837 | 189 | 389 | 406 | 413 | 382 | 623 | 161 | 289 | 298 | 308 | 268 | 106^ | 57^ | 139^ | 90^ |
| 10.00 - 10.30 | | | | A | 19.5 | 30 | 1517 | 1582 | 747 | 176 | 826 | 169 | 361 | 383 | 399 | 405 | 617 | 152^ | 265 | 276 | 306 | 291 | 56^ | 21v | 83^ | 66^ |
| 10.30 - 11.00 | | | | A | 17.0 | 29 | 1323 | 1515 | 752 | 189 | 834 | 187 | 356 | 356 | 375 | 424 | 627 | 168^ | 253 | 264 | 289 | 312 | 29v | 13v | 25v | 19v |
| 11.00 - 11.30 | | | | A | 17.3 | 32 | 1346 | 1475 | 745 | 207 | 821 | 158^ | 322 | 338 | 381 | 440 | 631 | 152^ | 244 | 292 | 309 | 314 | LT | LT | 23v | 19v |
| MAGNUM, P.I. | 7 | 187 | 191 | A | 21.0 | 31 | 1634 | 1931 | 804 | 325 | 907 | 274 | 490 | 441 | 444 | 341 | 720 | 205 | 350 | 318 | 353 | 307 | 142 | 74 | 162 | 108 |
| 1 THU. 8.00P 60 CBS PD | | 96 | 98 | B | 20.9 | 32 | 1626 | 1861 | 772 | 300 | 873 | 279 | 471 | 444 | 419 | 315 | 712 | 208 | 362 | 353 | 355 | 279 | 118 | 60 | 158 | 100 |
| 2 THU. 9.25P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 20.8 | 31 | 1618 | 1889 | 791 | 285 | 896 | 229 | 412 | 391 | 436 | 404 | 701 | 161 | 280 | 257 | 360 | 368 | 115^ | 70^ | 177 | 128^ |
| 8.30 - 9.00 | | | | A | 22.5 | 33 | 1751 | 1891 | 818 | 315 | 906 | 271 | 465 | 416 | 436 | 361 | 674 | 163 | 284 | 274 | 354 | 328 | 119^ | 74^ | 192 | 141 |
| 9.30 - 10.00 | | | | A | 19.8 | 29 | 1540 | 1973 | 778 | 346 | 894 | 298 | 529 | 462 | 444 | 296 | 762 | 253 | 416 | 381 | 351 | 267 | 168 | 85^ | 149^ | 78^ |
| 10.00 - 10.30 | | | | A | 21.0 | 32 | 1634 | 1974 | 829 | 359 | 933 | 302 | 572 | 509 | 475 | 286 | 758 | 263 | 442 | 375 | 343 | 257 | 169 | 62^ | 114^ | 75^ |
| M*A*S*H | 11 | 200 | 204 | A | 27.0 | 37 | 2101 | 1908 | 790 | 349 | 870 | 385 | 553 | 483 | 334 | 265 | 628 | 258 | 426 | 370 | 284 | 164 | 176 | 58 | 234 | 162 |
| MON. 9.00P 30 CBS CS | | 99 | 99 | B | 25.8 | 37 | 2007 | 1837 | 768 | 338 | 838 | 335 | 511 | 456 | 363 | 266 | 628 | 263 | 397 | 343 | 279 | 184 | 173 | 81 | 198 | 137 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MORK & MINDY | 12 | 202 | 201 | A | 17.9 | 27 | 1393 | 1971 | 705 | 330 | 756 | 346 | 508 | 412 | 298 | 189 | 613 | 302 | 448 | 365 | 244 | 124 | 216 | 135 | 386 | 273 |
| THU. 8.00P 30 ABC CS | | 99 | 98 | B | 18.1 | 28 | 1408 | 2002 | 676 | 321 | 748 | 352 | 524 | 426 | 306 | 166 | 604 | 284 | 432 | 362 | 256 | 130 | 256 | 139 | 394 | 284 |
| NBC MAGAZINE | 14 | 185 | | A | 9.5 | 15 | 739 | 1790 | 663 | 252^ | 755 | 181^ | 405 | 397 | 412 | 295^ | 796 | 168^ | 381 | 360 | 417 | 393 | 171^ | 72v | 68v | 50v |
| 1 FRI. 10.00P 60 NBC DN | | 97 | | B | 8.1 | 14 | 630 | 1580 | 694 | 262 | 748 | 176 | 389 | 399 | 418 | 290 | 673 | 156 | 343 | 359 | 378 | 268 | 93 | 35 | 66 | 50 |
| 10.00 - 10.30 | | | | A | 9.9 | 16 | 770 | 1830 | 683 | 261^ | 780 | 198^ | 421 | 401 | 417 | 306^ | 796 | 173^ | 384 | 364 | 412 | 392 | 178^ | 70v | 76v | 54v |
| 10.30 - 11.00 | | | | A | 9.1 | 14 | 708 | 1730 | 640 | 239^ | 723 | 157^ | 377 | 388 | 405 | 287^ | 790 | 160^ | 375 | 348 | 417 | 396 | 162^ | 77v | 55v | 39v |
| NBC MONDAY NIGHT MOVIES | 16 | | 197 | A | 17.7 | 26 | 1377 | 1941 | 740 | 272 | 819 | 320 | 549 | 465 | 377 | 208 | 702 | 343 | 475 | 361 | 264 | 161^ | 234 | 117^ | 186 | 110^ |
| 2 MON. 9.00P 120 NBC FF | | | 99 | B | 19.8 | 30 | 1540 | 1763 | 770 | 311 | 868 | 333 | 515 | 457 | 381 | 270 | 599 | 219 | 369 | 324 | 280 | 192 | 155 | 85 | 141 | 93 |
| 9.00 - 9.30 | | | | A | 16.5 | 23 | 1284 | 1935 | 771 | 312 | 857 | 304 | 551 | 464 | 412 | 244 | 638 | 271 | 393 | 324 | 255 | 181^ | 204 | 109^ | 236 | 147^ |
| 9.30 - 10.00 | | | | A | 18.4 | 26 | 1432 | 1986 | 737 | 273 | 804 | 331 | 558 | 482 | 356 | 185 | 703 | 358 | 481 | 365 | 252 | 155^ | 221 | 122^ | 258 | 146^ |
| 10.00 - 10.30 | | | | A | 17.8 | 26 | 1385 | 1904 | 713 | 249 | 786 | 316 | 525 | 447 | 348 | 200 | 716 | 363 | 500 | 371 | 263 | 157^ | 264 | 111^ | 138^ | 85^ |
| 10.30 - 11.00 | | | | A | 18.1 | 29 | 1408 | 1926 | 747 | 260 | 836 | 329 | 556 | 472 | 387 | 210 | 742 | 374 | 514 | 383 | 279 | 151^ | 239 | 122^ | 109^ | 65^ |
| NBC NEWS UPDATE-M-F | 88 | 181 | 183 | A | 18.3 | 27 | 1424 | 1957 | 754 | 297 | 834 | 286 | 460 | 395 | 362 | 308 | 648 | 219 | 362 | 323 | 301 | 235 | 157 | 73 | 318 | 221 |
| M-F 8.58P 1 NBC N | | 95 | 94 | B | 17.7 | 27 | 1377 | 1880 | 734 | 272 | 803 | 256 | 427 | 389 | 364 | 309 | 648 | 204 | 349 | 331 | 311 | 244 | 153 | 70 | 276 | 184 |
| NBC NEWS UPDATE-SAT. | 18 | 180 | 183 | A | 13.6 | 21 | 1058 | 1879 | 755 | 359 | 821 | 203 | 413 | 375 | 432 | 350 | 713 | 169 | 325 | 342 | 373 | 290 | 66^ | 42^ | 279 | 202 |
| SAT. 8.58P 1 NBC N | | 94 | 94 | B | 13.5 | 23 | 1050 | 1915 | 774 | 288 | 837 | 211 | 406 | 394 | 410 | 358 | 724 | 199 | 360 | 360 | 370 | 291 | 121 | 46 | 233 | 151 |
| NBC NEWS UPDATE-SUN. | 18 | 186 | 182 | A | 14.0 | 19 | 1089 | 2195 | 705 | 321 | 790 | 325 | 540 | 419 | 376 | 206 | 814 | 419 | 595 | 435 | 319 | 164 | 242 | 88^ | 349 | 237 |
| 1 SUN. 8.58P 1 NBC N | | 95 | 94 | B | 20.6 | 29 | 1603 | 2109 | 690 | 299 | 772 | 295 | 493 | 435 | 361 | 215 | 812 | 314 | 536 | 483 | 401 | 209 | 209 | 85 | 316 | 219 |
| 2 SUN. 8.57P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | 15 | 153 | 149 | A | 10.9 | 19 | 848 | 1709 | 755 | 295 | 837 | 208 | 364 | 327 | 363 | 396 | 646 | 141^ | 279 | 253 | 323 | 304 | 91^ | 23v | 135^ | 83^ |
| SAT. 6.30P 30 NBC N | | 85 | 84 | B | 10.3 | 19 | 801 | 1721 | 729 | 235 | 805 | 196 | 328 | 312 | 346 | 399 | 716 | 150 | 293 | 320 | 353 | 344 | 78 | 30 | 122 | 67 |
| NBC NIGHTLY NEWS-SUN. | 9 | 154 | 156 | A | 10.1 | 17 | 786 | 1608 | 696 | 253 | 804 | 217 | 354 | 323 | 363 | 346 | 664 | 203 | 314 | 275 | 256 | 315 | 50^ | 23v | 90^ | 49^ |
| SUN. 6.30P 30 NBC N | | 84 | 84 | B | 8.6 | 14 | 669 | 1666 | 696 | 222 | 761 | 163 | 293 | 337 | 385 | 361 | 724 | 193 | 311 | 336 | 355 | 325 | 58 | 24 | 123 | 71 |
| NBC NIGHTLY NEWS | 88 | 208 | 207 | A | 14.5 | 23 | 1128 | 1635 | 732 | 308 | 824 | 232 | 371 | 318 | 381 | 386 | 659 | 164 | 283 | 262 | 288 | 330 | 64 | 33^ | 88 | 68 |
| M-F 6.30P 30 NBC N | | 99 | 99 | B | 13.4 | 23 | 1043 | 1625 | 711 | 243 | 772 | 177 | 320 | 306 | 357 | 392 | 671 | 167 | 297 | 293 | 304 | 323 | 67 | 30 | 115 | 74 |
| NBC REPORTS(S) | | | 193 | A | 8.5 | 14 | 661 | 1673 | 642 | 174^ | 713 | 119^ | 444 | 449 | 477 | 224^ | 741 | 167^ | 371 | 443 | 463 | 231^ | 106^ | 37v | 113^ | 105^ |
| 2 FRI. 10.00P 60 NBC DN | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 8.8 | 14 | 685 | 1636 | 614 | 169^ | 684 | 121^ | 421 | 425 | 447 | 219^ | 720 | 157^ | 353 | 437 | 453 | 226^ | 110^ | 41v | 122^ | 106^ |
| 10.30 - 11.00 | | | | A | 8.2 | 13 | 638 | 1690 | 666 | 174^ | 740 | 113^ | 467 | 473 | 511 | 228^ | 754 | 176^ | 387 | 447 | 470 | 231^ | 95^ | 29v | 101^ | 101^ |
| NBC THURSDAY NIGHT MOVIES | 15 | 193 | | A | 20.0 | 31 | 1556 | 1670 | 652 | 242 | 734 | 275 | 447 | 406 | 383 | 198 | 727 | 267 | 389 | 398 | 363 | 237 | 118^ | 61^ | 91^ | 66^ |
| 1 THU. 9.00P 120 NBC FF | | 97 | | B | 18.7 | 30 | 1455 | 1802 | 738 | 277 | 813 | 299 | 503 | 443 | 386 | 238 | 676 | 248 | 416 | 391 | 330 | 197 | 168 | 85 | 145 | 104 |
| 9.00 - 9.30 | | | | A | 17.0 | 25 | 1323 | 1830 | 658 | 276 | 747 | 273 | 452 | 410 | 357 | 212 | 783 | 269 | 443 | 444 | 410 | 251 | 187 | 79^ | 113^ | 69^ |
| 9.30 - 10.00 | | | | A | 18.2 | 27 | 1416 | 1677 | 622 | 242 | 711 | 237 | 416 | 383 | 374 | 209 | 738 | 255 | 377 | 394 | 376 | 255 | 133^ | 64^ | 95^ | 68^ |
| 10.00 - 10.30 | | | | A | 22.3 | 35 | 1735 | 1603 | 651 | 229 | 737 | 280 | 456 | 408 | 402 | 196 | 685 | 263 | 364 | 367 | 330 | 228 | 92^ | 57^ | 89^ | 73^ |
| 10.30 - 11.00 | | | | A | 22.3 | 38 | 1735 | 1621 | 679 | 229 | 744 | 306 | 465 | 422 | 389 | 180 | 720 | 280 | 386 | 397 | 349 | 226 | 85^ | 51^ | 72^ | 55^ |
| NERO WOLFE | 4 | 196 | 197 | A | 12.7 | 19 | 988 | 1761 | 778 | 366 | 887 | 234 | 442 | 446 | 474 | 355 | 638 | 173 | 317 | 325 | 336 | 272 | 126 | 73^ | 110^ | 81^ |
| FRI. 9.00P 60 NBC PD | | 97 | 98 | B | 14.0 | 22 | 1089 | 1751 | 796 | 316 | 877 | 231 | 446 | 455 | 450 | 345 | 677 | 182 | 329 | 334 | 343 | 294 | 99 | 62 | 98 | 68 |
| 9.00 - 9.30 | | | | A | 12.7 | 20 | 988 | 1763 | 775 | 373 | 883 | 243 | 442 | 442 | 462 | 351 | 637 | 176 | 321 | 325 | 332 | 270 | 124 | 73^ | 119^ | 91^ |
| 9.30 - 10.00 | | | | A | 12.8 | 19 | 996 | 1732 | 774 | 353 | 878 | 221 | 434 | 446 | 478 | 355 | 629 | 165 | 308 | 321 | 337 | 272 | 127 | 72^ | 98^ | 69^ |
| NEWSBREAK-M-F | 67 | 171 | 172 | A | 17.9 | 26 | 1393 | 1954 | 734 | 282 | 811 | 282 | 458 | 424 | 377 | 279 | 639 | 196 | 346 | 357 | 324 | 225 | 180 | 88 | 324 | 220 |
| 1 MWTHF 8.58P 1 CBS N | | 92 | 92 | B | 17.0 | 26 | 1323 | 1959 | 712 | 276 | 799 | 272 | 448 | 402 | 362 | 286 | 621 | 200 | 349 | 333 | 311 | 218 | 187 | 91 | 352 | 225 |
| 1 TUE. 9.03P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTHF 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 9.01P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 14 | 174 | 179 | A | 14.7 | 23 | 1144 | 1960 | 774 | 279 | 835 | 304 | 481 | 427 | 377 | 290 | 663 | 271 | 396 | 366 | 288 | 212 | 157 | 53^ | 305 | 201 |
| SAT. 8.57P 2 CBS N | | 90 | 92 | B | 13.9 | 23 | 1081 | 1935 | 731 | 273 | 805 | 283 | 445 | 408 | 367 | 286 | 660 | 257 | 381 | 350 | 291 | 217 | 161 | 66 | 309 | 208 |
| NEWSBREAK-SUN. | 14 | 180 | 181 | A | 24.5 | 34 | 1906 | 2061 | 752 | 339 | 838 | 263 | 472 | 423 | 404 | 298 | 713 | 223 | 375 | 324 | 348 | 278 | 197 | 73 | 313 | 220 |
| 1 SUN. 8.58P 1 CBS N | | 95 | 95 | B | 21.8 | 31 | 1696 | 1902 | 793 | 310 | 885 | 255 | 449 | 407 | 411 | 365 | 629 | 173 | 314 | 291 | 306 | 270 | 179 | 99 | 209 | 150 |
| 2 SUN. 8.54P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE DAY AT A TIME | 12 | 198 | | A | 22.6 | 32 | 1758 | 1761 | 760 | 337 | 869 | 259 | 400 | 312 | 375 | 405 | 638 | 141 | 247 | 239 | 315 | 344 | 107^ | 60^ | 147 | 105^ |
| 1 SUN. 8.30P 30 CBS CS | | 99 | | B | 23.3 | 33 | 1813 | 1854 | 790 | 310 | 881 | 256 | 430 | 388 | 399 | 378 | 630 | 170 | 304 | 286 | 303 | 278 | 158 | 93 | 185 | 129 |
| POPEYE VALENTINE SPECIAL(S) | | 200 | | A | 19.5 | 31 | 1517 | 2432 | 643 | 200 | 686 | 336 | 453 | 360 | 246 | 199 | 527 | 194 | 330 | 333 | 275 | 141^ | 278 | 112^ | 941 | 554 |
| 1 FRI. 8.30P 30 CBS EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| PROJECT PEACOCK(S) | | | 209 | A | 13.4 | 20 | 1043 | 2448 | 780 | 289 | 835 | 392 | 590 | 474 | 311 | 216^ | 636 | 318 | 477 | 370 | 238 | 134^ | 206^ | 42v | 771 | 435 |
| 2 SUN. 7.00P 60 NBC CE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 – 7.30 | | | | A | 12.3 | 19 | 957 | 2408 | 779 | 281 | 826 | 366 | 571 | 462 | 323 | 226^ | 645 | 303 | 467 | 371 | 260 | 149^ | 208^ | 41v | 729 | 404 |
| 7.30 – 8.00 | | | | A | 14.6 | 21 | 1136 | 2461 | 777 | 290 | 837 | 413 | 603 | 480 | 298 | 207^ | 623 | 330 | 485 | 362 | 211 | 123^ | 202^ | 40v | 799 | 455 |
| QUINCY, M.E. | 10 | 207 | 206 | A | 22.9 | 37 | 1782 | 1659 | 798 | 298 | 867 | 340 | 532 | 460 | 385 | 260 | 549 | 197 | 327 | 264 | 227 | 196 | 154 | 77 | 89 | 72 |
| WED. 10.00P 60 NBC OP | | 98 | 99 | B | 19.1 | 32 | 1486 | 1691 | 768 | 294 | 832 | 309 | 509 | 467 | 384 | 254 | 613 | 230 | 370 | 333 | 269 | 204 | 153 | 82 | 93 | 77 |
| 10.00 – 10.30 | | | | A | 22.9 | 36 | 1782 | 1688 | 793 | 301 | 865 | 342 | 530 | 447 | 377 | 263 | 553 | 194 | 331 | 269 | 231 | 195 | 162 | 82 | 108 | 87 |
| 10.30 – 11.00 | | | | A | 22.9 | 38 | 1782 | 1625 | 801 | 296 | 866 | 338 | 535 | 469 | 392 | 257 | 543 | 200 | 320 | 262 | 221 | 195 | 147 | 72 | 69 | 58^ |
| REAL PEOPLE | 19 | 213 | 214 | A | 25.2 | 37 | 1961 | 1916 | 761 | 314 | 828 | 242 | 428 | 377 | 387 | 318 | 703 | 232 | 374 | 339 | 328 | 260 | 186 | 73 | 199 | 130 |
| WED. 8.00P 60 NBC PV | | 99 | 99 | B | 22.0 | 34 | 1712 | 1854 | 738 | 277 | 800 | 231 | 398 | 375 | 373 | 322 | 684 | 213 | 364 | 351 | 321 | 257 | 157 | 64 | 213 | 133 |
| 8.00 – 8.30 | | | | A | 23.3 | 35 | 1813 | 1874 | 764 | 305 | 834 | 225 | 419 | 382 | 397 | 330 | 701 | 217 | 350 | 330 | 334 | 272 | 171 | 72 | 168 | 104 |
| 8.30 – 9.00 | | | | A | 27.1 | 40 | 2108 | 1948 | 758 | 319 | 822 | 257 | 434 | 374 | 378 | 306 | 703 | 244 | 396 | 349 | 321 | 247 | 199 | 75 | 224 | 151 |
| SANFORD | 4 | 196 | | A | 14.3 | 22 | 1113 | 2074 | 863 | 371 | 966 | 280 | 539 | 438 | 510 | 379 | 784 | 195^ | 394 | 336 | 411 | 338 | 169^ | 59^ | 155^ | 126^ |
| 1 FRI. 8.30P 30 NBC CS | | 98 | | B | 14.5 | 23 | 1128 | 1965 | 823 | 327 | 888 | 251 | 473 | 411 | 448 | 344 | 723 | 175 | 354 | 338 | 393 | 318 | 103 | 42 | 251 | 188 |
| 60 MINUTES | 20 | 202 | 204 | A | 29.5 | 44 | 2295 | 1793 | 773 | 348 | 861 | 205 | 373 | 362 | 416 | 407 | 740 | 188 | 342 | 347 | 373 | 316 | 101 | 52 | 91 | 69 |
| SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 26.9 | 42 | 2093 | 1755 | 748 | 296 | 826 | 210 | 367 | 363 | 383 | 382 | 747 | 210 | 370 | 362 | 365 | 305 | 91 | 41 | 91 | 61 |
| 7.00 – 7.30 | | | | A | 28.1 | 43 | 2186 | 1795 | 769 | 346 | 854 | 197 | 364 | 359 | 416 | 407 | 744 | 189 | 343 | 350 | 373 | 318 | 101 | 53^ | 96 | 71 |
| 7.30 – 8.00 | | | | A | 30.9 | 45 | 2404 | 1788 | 775 | 347 | 862 | 211 | 376 | 365 | 410 | 406 | 737 | 190 | 344 | 345 | 372 | 313 | 102 | 54 | 87 | 67 |
| SOAP(B) | | 196 | | A | 17.7 | 26 | 1377 | 1715 | 732 | 340 | 842 | 422 | 614 | 527 | 303 | 192 | 559 | 264 | 408 | 397 | 250 | 119^ | 169^ | 71^ | 145^ | 145^ |
| 1 THU. 9.30P 30 ABC CS | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| TAXI | 1 | | 196 | A | 18.0 | 27 | 1400 | 1546 | 689 | 320 | 733 | 308 | 533 | 476 | 351 | 141^ | 602 | 308 | 470 | 360 | 232 | 121^ | 173 | 104^ | 38v | 35v |
| 2 THU. 9.57P 30 ABC CS | | | 98 | B | 18.0 | 27 | 1400 | 1546 | 689 | 320 | 733 | 308 | 533 | 476 | 351 | 141 | 602 | 308 | 470 | 360 | 232 | 121 | 173 | 104 | 38 | 35 |
| THAT'S INCREDIBLE | 17 | 202 | 202 | A | 20.9 | 29 | 1626 | 2064 | 743 | 325 | 796 | 315 | 509 | 435 | 337 | 231 | 772 | 297 | 478 | 430 | 351 | 217 | 175 | 69^ | 321 | 237 |
| MON. 8.00P 60 ABC PV | | 99 | 99 | B | 20.3 | 30 | 1579 | 1912 | 658 | 271 | 714 | 255 | 429 | 390 | 338 | 220 | 740 | 282 | 446 | 400 | 330 | 227 | 177 | 69 | 281 | 204 |
| 8.00 – 8.30 | | | | A | 20.6 | 29 | 1603 | 2054 | 733 | 331 | 787 | 310 | 512 | 444 | 335 | 222 | 781 | 304 | 489 | 439 | 352 | 218 | 160 | 68^ | 326 | 238 |
| 8.30 – 9.00 | | | | A | 21.4 | 30 | 1665 | 2047 | 745 | 318 | 798 | 321 | 508 | 424 | 334 | 237 | 755 | 287 | 465 | 411 | 350 | 215 | 181 | 64^ | 313 | 235 |
| THAT'S MY LINE | 1 | | 176 | A | 17.6 | 26 | 1369 | 1782 | 739 | 264 | 885 | 224 | 370 | 349 | 374 | 431 | 621 | 176 | 313 | 354 | 308 | 235 | 105^ | 74^ | 171^ | 106^ |
| 2 TUE. 8.00P 60 CBS CV | | | 98 | B | 17.6 | 26 | 1369 | 1782 | 739 | 264 | 885 | 224 | 370 | 349 | 374 | 431 | 621 | 176 | 313 | 354 | 308 | 235 | 105 | 74 | 171 | 106 |
| 8.00 – 8.30 | | | | A | 17.6 | 26 | 1369 | 1806 | 749 | 277 | 905 | 222 | 354 | 327 | 370 | 472 | 634 | 179 | 303 | 338 | 303 | 260 | 105^ | 73^ | 162^ | 101^ |
| 8.30 – 9.00 | | | | A | 17.6 | 26 | 1369 | 1748 | 729 | 250 | 861 | 225 | 382 | 367 | 374 | 391 | 604 | 173 | 321 | 369 | 311 | 209 | 103^ | 76^ | 180 | 111^ |
| THOSE AMAZING ANIMALS | 18 | 182 | 192 | A | 14.9 | 22 | 1159 | 2173 | 716 | 237 | 808 | 310 | 506 | 443 | 352 | 224 | 772 | 270 | 433 | 369 | 356 | 281 | 218 | 129 | 375 | 252 |
| 1 SUN. 7.28P 32 ABC PV | | 96 | 98 | B | 13.9 | 22 | 1081 | 2121 | 731 | 281 | 808 | 293 | 481 | 422 | 356 | 259 | 698 | 256 | 426 | 396 | 335 | 215 | 213 | 113 | 402 | 258 |
| 2 SUN. 7.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 – 7.30 | | | | A | 15.4 | 24 | 1198 | 2300 | 709 | 216 | 835 | 324 | 494 | 425 | 334 | 258 | 828 | 292 | 462 | 386 | 371 | 313 | 221 | 134^ | 416 | 276 |
| 7.30 – 8.00 | | | | A | 14.8 | 21 | 1151 | 2121 | 720 | 249 | 799 | 305 | 517 | 456 | 365 | 207 | 742 | 259 | 416 | 358 | 347 | 265 | 224 | 128 | 356 | 239 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THREE'S COMPANY | 13 | 204 | 203 | A | 22.2 | 32 | 1727 | 1860 | 771 | 355 | 863 | 363 | 558 | 433 | 363 | 249 | 561 | 219 | 342 | 303 | 240 | 175 | 213 | 110 | 223 | 152 |
| TUE. 9.00P 30 ABC CS | | 99 | 98 | B | 22.7 | 33 | 1766 | 1838 | 724 | 314 | 798 | 336 | 509 | 430 | 337 | 234 | 585 | 243 | 368 | 326 | 252 | 171 | 204 | 109 | 251 | 176 |
| TIM CONWAY SHOW | 11 | 188 | | A | 17.1 | 27 | 1330 | 2011 | 759 | 294 | 810 | 261 | 501 | 428 | 407 | 259 | 702 | 251 | 392 | 360 | 318 | 246 | 172^ | 73^ | 327 | 223 |
| 1 SAT. 8.30P 30 CBS CV | | 94 | | B | 15.6 | 26 | 1214 | 1965 | 725 | 270 | 802 | 279 | 454 | 419 | 366 | 275 | 680 | 256 | 397 | 377 | 310 | 216 | 171 | 75 | 312 | 218 |
| TOO CLOSE FOR COMFORT | 11 | 204 | 203 | A | 21.8 | 32 | 1696 | 1724 | 809 | 358 | 882 | 332 | 565 | 469 | 405 | 255 | 554 | 207 | 342 | 301 | 247 | 180 | 194 | 94 | 94 | 37^ |
| TUE. 9.30P 30 ABC CS | | 99 | 98 | B | 21.1 | 31 | 1642 | 1747 | 736 | 310 | 805 | 323 | 505 | 433 | 353 | 239 | 585 | 239 | 366 | 331 | 255 | 171 | 190 | 100 | 167 | 113 |
| TRAPPER JOHN, M.D. | 9 | 191 | | A | 21.0 | 32 | 1634 | 1634 | 856 | 318 | 902 | 273 | 454 | 413 | 392 | 381 | 516 | 162 | 222 | 219 | 214 | 253 | 159 | 92^ | 57^ | 45^ |
| 1 SUN. 10.00P 60 CBS GD | | 99 | | B | 21.5 | 34 | 1673 | 1709 | 808 | 313 | 883 | 278 | 477 | 434 | 400 | 336 | 567 | 178 | 296 | 270 | 259 | 232 | 172 | 98 | 87 | 58 |
| 10.00 - 10.30 | | | | A | 21.2 | 31 | 1649 | 1645 | 865 | 326 | 913 | 283 | 472 | 427 | 396 | 373 | 511 | 154 | 214 | 214 | 217 | 255 | 162 | 91^ | 59^ | 46^ |
| 10.30 - 11.00 | | | | A | 20.8 | 32 | 1618 | 1616 | 843 | 309 | 888 | 261 | 436 | 400 | 387 | 387 | 520 | 169 | 231 | 225 | 211 | 252 | 155 | 93^ | 53^ | 45^ |
| TV GUIDE SPECIAL(S) | | 200 | | A | 20.1 | 31 | 1564 | 1601 | 652 | 251 | 794 | 285 | 435 | 365 | 366 | 293 | 565 | 184 | 326 | 320 | 285 | 207 | 182 | 100^ | 60^ | 44^ |
| 1 MON. 9.00P 120 NBC GV | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 20.1 | 28 | 1564 | 1750 | 679 | 260 | 828 | 287 | 427 | 350 | 373 | 324 | 590 | 188 | 326 | 302 | 302 | 233 | 201 | 109^ | 131^ | 103^ |
| 9.30 - 10.00 | | | | A | 21.3 | 31 | 1657 | 1616 | 640 | 252 | 751 | 266 | 405 | 378 | 354 | 275 | 579 | 199 | 331 | 327 | 291 | 210 | 206 | 106^ | 80^ | 53^ |
| 10.00 - 10.30 | | | | A | 20.8 | 33 | 1618 | 1512 | 617 | 244 | 789 | 316 | 469 | 357 | 349 | 272 | 526 | 160 | 313 | 320 | 269 | 182 | 178 | 108^ | 19v | 15v |
| 10.30 - 11.00 | | | | A | 18.3 | 32 | 1424 | 1508 | 672 | 245 | 807 | 268 | 439 | 370 | 394 | 303 | 571 | 188 | 335 | 331 | 281 | 202 | 130^ | 73^ | LT | LT |
| 20/20 | 16 | 199 | 198 | A | 18.0 | 30 | 1400 | 1554 | 704 | 283 | 785 | 319 | 519 | 421 | 346 | 218 | 651 | 283 | 443 | 379 | 281 | 180 | 98 | 61^ | 20v | 15v |
| 1 THU. 10.00P 60 ABC DN | | 99 | 99 | B | 17.0 | 29 | 1323 | 1644 | 739 | 256 | 804 | 296 | 493 | 433 | 373 | 250 | 677 | 263 | 421 | 372 | 306 | 208 | 117 | 60 | 46 | 36 |
| 2 THU. 10.27P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 20.5 | 32 | 1595 | 1581 | 715 | 317 | 806 | 321 | 509 | 422 | 340 | 253 | 604 | 251 | 378 | 354 | 253 | 206 | 129^ | 75^ | 42^ | 34v |
| 10.30 - 11.00 | | | | A | 18.3 | 31 | 1424 | 1537 | 712 | 289 | 787 | 313 | 515 | 414 | 357 | 218 | 650 | 283 | 443 | 379 | 283 | 177 | 88 | 56^ | 12v | 9v |
| 11.00 - 11.30 | | | | A | 14.6 | 27 | 1136 | 1525 | 653 | 195^ | 740 | 323 | 542 | 426 | 330 | 169^ | 708 | 321 | 529 | 406 | 317 | 151^ | 70^ | 43v | 7v | LT |
| WALKING TALL | 4 | 194 | 202 | A | 14.7 | 23 | 1144 | 2078 | 722 | 308 | 782 | 235 | 420 | 393 | 393 | 279 | 831 | 214 | 414 | 418 | 461 | 313 | 193 | 48^ | 272 | 189 |
| SAT. 9.00P 60 NBC OP | | 98 | 99 | B | 15.5 | 25 | 1206 | 2055 | 731 | 309 | 785 | 243 | 440 | 429 | 400 | 257 | 848 | 234 | 444 | 440 | 462 | 306 | 196 | 60 | 226 | 168 |
| 9.00 - 9.30 | | | | A | 14.3 | 23 | 1113 | 2023 | 715 | 287 | 765 | 216 | 395 | 378 | 393 | 290 | 805 | 207 | 395 | 401 | 443 | 309 | 188 | 47^ | 265 | 186 |
| 9.30 - 10.00 | | | | A | 15.2 | 24 | 1183 | 2105 | 720 | 323 | 787 | 250 | 442 | 400 | 388 | 263 | 844 | 218 | 425 | 434 | 474 | 312 | 197 | 47^ | 277 | 189 |
| WALTONS | 9 | | 189 | A | 21.7 | 32 | 1688 | 1860 | 850 | 252 | 966 | 242 | 387 | 385 | 406 | 484 | 607 | 171 | 277 | 238 | 261 | 304 | 126^ | 80^ | 161 | 96^ |
| 2 THU. 8.00P 60 CBS GD | | | 98 | B | 18.9 | 29 | 1470 | 1893 | 813 | 248 | 937 | 243 | 396 | 367 | 397 | 467 | 625 | 159 | 276 | 261 | 282 | 305 | 118 | 72 | 213 | 138 |
| 8.00 - 8.30 | | | | A | 21.0 | 31 | 1634 | 1870 | 868 | 263 | 983 | 241 | 391 | 383 | 417 | 503 | 610 | 171 | 273 | 236 | 263 | 310 | 126^ | 83^ | 151 | 87^ |
| 8.30 - 9.00 | | | | A | 22.4 | 32 | 1743 | 1842 | 831 | 240 | 947 | 243 | 383 | 387 | 394 | 464 | 600 | 169 | 276 | 239 | 256 | 297 | 126^ | 76^ | 169 | 103^ |
| WHITE SHADOW | 1 | | 189 | A | 16.0 | 22 | 1245 | 1850 | 669 | 305 | 727 | 220 | 410 | 429 | 399 | 237 | 582 | 203 | 384 | 381 | 300 | 153^ | 334 | 123^ | 207 | 129^ |
| 2 MON. 8.00P 60 CBS GD | | | 99 | B | 16.0 | 22 | 1245 | 1850 | 669 | 305 | 727 | 220 | 410 | 429 | 399 | 237 | 582 | 203 | 384 | 381 | 300 | 153 | 334 | 123 | 207 | 129 |
| 8.00 - 8.30 | | | | A | 15.1 | 21 | 1175 | 1791 | 657 | 317 | 717 | 192^ | 384 | 403 | 416 | 254 | 544 | 176^ | 346 | 343 | 283 | 162^ | 333 | 120^ | 197^ | 118^ |
| 8.30 - 9.00 | | | | A | 16.8 | 23 | 1307 | 1906 | 680 | 296 | 736 | 242 | 433 | 450 | 389 | 223 | 621 | 230 | 421 | 419 | 315 | 147^ | 334 | 126^ | 215 | 142^ |
| WKRP IN CINCINNATI | 13 | 192 | 193 | A | 19.3 | 31 | 1502 | 1989 | 786 | 311 | 851 | 342 | 513 | 424 | 348 | 284 | 644 | 300 | 429 | 370 | 267 | 167 | 176 | 70^ | 318 | 204 |
| 1 SAT. 8.00P 30 CBS CS | | 97 | 99 | B | 17.9 | 30 | 1393 | 1935 | 742 | 273 | 813 | 298 | 453 | 410 | 352 | 289 | 656 | 256 | 393 | 375 | 298 | 197 | 172 | 76 | 294 | 191 |
| 2 SAT. 8.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 19.0 | 30 | 1478 | 1983 | 777 | 322 | 845 | 335 | 512 | 402 | 345 | 290 | 654 | 301 | 422 | 351 | 260 | 186 | 173 | 68^ | 311 | 194 |
| 8.30 - 9.00 | | | | A | 19.8 | 31 | 1540 | 2015 | 810 | 295 | 869 | 363 | 520 | 463 | 354 | 277 | 637 | 303 | 448 | 405 | 280 | 139^ | 183 | 73^ | 326 | 223 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE M-TH | 18 | 189 | 191 | A | 8.6 | 26 | 669 | 1275 | 608 | 159 | 641 | 164 | 311 | 346 | 390 | 231 | 589 | 147 | 264 | 272 | 321 | 252 | 39^ | 7v | LT | LT |
| 1 MTUTH 11.30P 30 ABC N | | 98 | 98 | B | 8.3 | 26 | 646 | 1364 | 620 | 193 | 660 | 169 | 335 | 348 | 387 | 237 | 656 | 210 | 335 | 305 | 334 | 258 | 39 | 9 | 9 | LT |
| 1 WED. 11.30P 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| 2 M-W 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.57P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.0 | 27 | 700 | 1283 | 618 | 166 | 647 | 167 | 317 | 352 | 389 | 232 | 591 | 147 | 269 | 281 | 327 | 244 | 39^ | LT | LT | LT |
| ABC WEEKEND REPORT-SAT. | 17 | 174 | 173 | A | 8.6 | 17 | 669 | 1463 | 672 | 233 | 743 | 262 | 490 | 456 | 383 | 205 | 596 | 180 | 381 | 370 | 349 | 177^ | 105^ | 40v | 19v | 19v |
| SAT. 11.00P 15 ABC N | | 93 | 90 | B | 8.2 | 17 | 638 | 1494 | 629 | 243 | 679 | 235 | 407 | 382 | 354 | 216 | 620 | 230 | 380 | 341 | 304 | 198 | 107 | 60 | 88 | 67 |
| ABC WEEKEND REPORT-SUN. | 18 | 171 | 169 | A | 6.6 | 13 | 513 | 1505 | 683 | 282 | 728 | 253 | 478 | 479 | 394 | 176^ | 652 | 309 | 440 | 343 | 247 | 178^ | 94^ | 67^ | 31v | 31v |
| SUN. 11.00P 15 ABC N | | 93 | 93 | B | 5.6 | 13 | 436 | 1442 | 595 | 234 | 649 | 227 | 391 | 375 | 360 | 179 | 674 | 283 | 426 | 401 | 320 | 181 | 94 | 45 | 25 | 21 |
| CBS SUNDAY NEWS-BRADLEY | 20 | 129 | 128 | A | 8.4 | 17 | 654 | 1528 | 716 | 275 | 750 | 161^ | 364 | 409 | 456 | 324 | 686 | 219 | 364 | 318 | 328 | 287 | 74^ | 60^ | 18v | LT |
| SUN. 11.00P 15 CBS N | | 71 | 71 | B | 8.2 | 17 | 638 | 1490 | 734 | 246 | 816 | 214 | 395 | 389 | 434 | 344 | 586 | 189 | 301 | 267 | 291 | 249 | 59 | 35 | 29 | 16 |
| CHARLIE'S ANGELS-12.00 | 4 | 176 | 176 | A | 4.5 | 22 | 350 | 997 | 446 | 203^ | 546 | 160^ | 295^ | 302^ | 337^ | 158^ | 380 | 71v | 163^ | 180^ | 209^ | 177^ | 71v | 37v | LT | LT |
| 1 THU. 12.00M 68 ABC PD | | 95 | 95 | B | 4.4 | 21 | 342 | 985 | 410 | 138 | 469 | 173 | 265 | 236 | 254 | 148 | 442 | 120 | 233 | 191 | 216 | 189 | 74 | 57 | LT | LT |
| 2 THU. 12.27A 68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 6.0 | 25 | 467 | 976 | 439^ | 246^ | 550 | 182^ | 374^ | 305^ | 304^ | 133^ | 390^ | 34v | 142^ | 197^ | 230^ | 193^ | 36v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.6 | 22 | 358 | 1075 | 441 | 204^ | 559 | 165^ | 297^ | 325^ | 352 | 145^ | 417 | 93^ | 202^ | 196^ | 232^ | 170^ | 99^ | 50v | LT | LT |
| 1.00 - 1.30 | | | | A | 3.3 | 20 | 257 | 837^ | 483^ | 137v | 483^ | 113v | 113v | 248^ | 303^ | 235v | 256^ | 97v | 97v | 97v | 101v | 159v | 98v | 98v | LT | LT |
| FANTASY ISLAND-12.00 | 4 | 166 | 170 | A | 3.7 | 17 | 288 | 913 | 410^ | 205^ | 452 | 149^ | 274^ | 305^ | 264^ | 98v | 461 | 200^ | 287^ | 194^ | 195^ | 174^ | LT | LT | LT | LT |
| 1 MON. 12.00M 68 ABC A | | 92 | 94 | B | 3.7 | 17 | 288 | 1062 | 425 | 153 | 470 | 148 | 300 | 294 | 279 | 104 | 534 | 306 | 369 | 200 | 157 | 151 | 36 | LT | 22 | LT |
| 2 MON. 12.00M 69 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 3.8 | 15 | 296 | 1027 | 452 | 257^ | 486 | 138^ | 284^ | 335^ | 301^ | 118^ | 541 | 223^ | 348^ | 253^ | 261^ | 193^ | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 3.6 | 19 | 280 | 832 | 378^ | 189^ | 432 | 150^ | 272^ | 296^ | 247^ | 79v | 400^ | 172^ | 228^ | 142^ | 146^ | 172^ | LT | LT | LT | LT |
| FRIDAYS | 17 | 177 | 175 | A | 7.7 | 22 | 599 | 1604 | 511 | 165^ | 533 | 303 | 451 | 339 | 196^ | 48v | 671 | 454 | 544 | 342 | 169^ | 90^ | 327 | 95^ | 73^ | 73^ |
| 1 FRI. 11.33P 71 ABC GV | | 96 | 95 | B | 7.2 | 22 | 560 | 1545 | 499 | 216 | 544 | 284 | 431 | 346 | 235 | 73 | 626 | 388 | 524 | 391 | 207 | 68 | 291 | 141 | 84 | 74 |
| 2 FRI. 11.30P 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.8 | 22 | 685 | 1692 | 572 | 185 | 588 | 319 | 480 | 398 | 212 | 79^ | 733 | 447 | 572 | 402 | 223 | 117^ | 297 | 94^ | 74^ | 74^ |
| 12.00 - 12.30 | | | | A | 7.0 | 21 | 545 | 1583 | 461 | 178^ | 488 | 280 | 426 | 306 | 190^ | 27v | 636 | 473 | 530 | 291 | 119^ | 73^ | 374 | 108^ | 85^ | 85^ |
| LATE MOVIE I | 86 | 158 | 161 | A | 6.5 | 22 | 506 | 1478 | 746 | 266 | 786 | 354 | 551 | 445 | 376 | 164 | 553 | 245 | 395 | 341 | 250 | 117 | 113^ | 66^ | 26v | 19v |
| 1 M & TU 11.30P 72 CBS FF | | 87 | 89 | B | 6.3 | 22 | 490 | 1363 | 642 | 264 | 718 | 278 | 470 | 434 | 369 | 166 | 541 | 221 | 370 | 339 | 277 | 128 | 77 | 39 | 27 | 21 |
| 1 WED. 11.30P 74 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 69 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 76 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 11.30P 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU & W 11.30P 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.56P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.0 | 20 | 545 | 1477 | 723 | 265 | 778 | 358 | 539 | 436 | 353 | 175 | 553 | 223 | 372 | 326 | 254 | 144 | 113 | 58^ | 33^ | 19v |
| 12.00 - 12.30 | | | | A | 6.4 | 24 | 498 | 1476 | 762 | 270 | 796 | 360 | 567 | 452 | 386 | 161 | 551 | 254 | 400 | 347 | 248 | 105^ | 109^ | 71^ | 20v | 19v |
| 12.30 - 1.00 | | | | A | 5.5 | 26 | 428 | 1631 | 873 | 387^ | 873 | 336^ | 573 | 565 | 488^ | 153^ | 634 | 367^ | 512^ | 468^ | 214^ | 70v | 124v | LT | LT | LT |
| LATE MOVIE II | 79 | 158 | 161 | A | 4.8 | 26 | 373 | 1504 | 793 | 246 | 807 | 389 | 579 | 431 | 381 | 137^ | 552 | 242 | 424 | 363 | 274 | 93^ | 120^ | 64^ | 25v | 25v |
| 1 MON. 12.42A 42 CBS FF | | 87 | 89 | B | 4.3 | 24 | 335 | 1305 | 602 | 226 | 653 | 274 | 446 | 392 | 330 | 130 | 550 | 239 | 403 | 361 | 281 | 107 | 86 | 40 | 16 | 15 |
| 1 TUE. 12.42A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.44A 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.39A 39 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 12.46A 39 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.41A 43 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE II-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU & W 12.42A 43 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 1.02A 40 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 12.36A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 6.5 | 27 | 506 | 1389 | 767 | 236 | 780 | 387 | 572 | 400 | 377 | 151 | 433 | 190 | 336 | 300 | 209 | 54^ | 176 | 116 | LT | LT |
| 1.00 - 1.30 | | | | A | 4.7 | 27 | 366 | 1497 | 793 | 254 | 801 | 394 | 570 | 424 | 368 | 132^ | 570 | 242 | 437 | 380 | 294 | 94^ | 95^ | 41v | 31v | 31v |
| LOVE BOAT-12.00 | 5 | 164 | 175 | A | 4.6 | 23 | 358 | 1117 | 530 | 201^ | 541 | 169^ | 312^ | 320^ | 322^ | 171^ | 508 | 190^ | 287^ | 192^ | 173^ | 221^ | 68v | 40v | LT | LT |
| 1 WED. 12.18A 68 ABC CS | | 94 | 95 | B | 5.1 | 24 | 397 | 1307 | 555 | 236 | 608 | 238 | 375 | 321 | 303 | 165 | 616 | 309 | 426 | 277 | 236 | 164 | 83 | 54 | LT | LT |
| 2 WED. 12.00M 68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 4.8 | 19 | 373 | 1276 | 712 | 298^ | 739 | 179^ | 429^ | 437^ | 491^ | 230^ | 483^ | 247^ | 381^ | 199^ | 198^ | 192v | 54v | 54v | LT | LT |
| 12.30 - 1.00 | | | | A | 4.6 | 24 | 358 | 1131 | 578 | 235^ | 578 | 192^ | 337 | 348 | 338 | 171^ | 499 | 186^ | 273^ | 174^ | 165^ | 226^ | 54v | 31v | LT | LT |
| 1.00 - 1.30 | | | | A | 4.3 | 29 | 335 | 851 | 260^ | LT | 260^ | 92v | 173v | 173v | 168v | 87v | 517^ | 150v | 198^ | 198^ | 137v | 319^ | 74v | LT | LT | LT |
| MIDNIGHT SPECIAL | 18 | 196 | 195 | A | 3.5 | 15 | 272 | 1195 | 394^ | 210^ | 409^ | 151^ | 287^ | 265^ | 210^ | 85v | 570 | 354^ | 409^ | 264^ | 135^ | 136^ | 197^ | 73v | 19v | 19v |
| FRI. 12.30A 90 NBC PC | | 97 | 97 | B | 3.5 | 17 | 272 | 1138 | 359 | 174 | 414 | 193 | 277 | 231 | 178 | 100 | 483 | 250 | 376 | 286 | 202 | 90 | 203 | 93 | 38 | 38 |
| 12.30 - 1.00 | | | | A | 4.3 | 16 | 335 | 1185 | 376 | 192^ | 403 | 161^ | 277^ | 216^ | 167^ | 118^ | 541 | 315^ | 368 | 197^ | 143^ | 173^ | 199^ | 105^ | 42v | 42v |
| 1.00 - 1.30 | | | | A | 3.5 | 15 | 272 | 1309 | 471 | 228^ | 496 | 176^ | 331^ | 327^ | 287^ | 74v | 617 | 388^ | 419^ | 317^ | 155^ | 121^ | 196^ | 48v | LT | LT |
| 1.30 - 2.00 | | | | A | 2.9 | 16 | 226 | 991 | 282^ | 194^ | 282^ | 101v | 230^ | 230^ | 160^ | 52v | 531^ | 345^ | 442^ | 300^ | 97v | 89v | 178^ | 49v | LT | LT |
| NBC LATE NIGHT MOVIE | 12 | 77 | 77 | A | 2.4 | 10 | 187 | 246^ | 123v | 59v | 155v | 97v | 113v | 91v | 58v | 32v | 91v | LT | 43v | 43v | 38v | 42v | LT | LT | LT | LT |
| 1 SUN. 11.30P 67 NBC FF | | 44 | 45 | B | 2.1 | 9 | 163 | 816 | 306 | 108 | 349 | 165 | 207 | 174 | 162 | 107 | 427 | 198 | 321 | 267 | 200 | 92 | LT | LT | LT | LT |
| 2 SUN. 11.30P 119 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 2.5 | 8 | 195 | 379^ | 185^ | 72v | 205^ | 108v | 154v | 133v | 97v | 51v | 174^ | 46v | 102v | 97v | 77v | 51v | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 2.4 | 10 | 187 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 2.6 | 14 | 202 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 2.1 | 14 | 163 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| NBC NEWS SPEC. REPORT-TUE(S) | | 214 | | A | 10.2 | 29 | 794 | 1474 | 679 | 310 | 726 | 234^ | 399 | 345 | 355 | 275^ | 648 | 217^ | 336 | 380 | 277^ | 240^ | 100^ | 17v | LT | LT |
| 1 TUE. 11.30P 30 NBC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| POLICE WOMAN | 5 | 156 | 164 | A | 2.8 | 24 | 218 | 679 | 362^ | 215^ | 421^ | 188^ | 293^ | 239^ | 183^ | 86v | 239^ | 147^ | 175^ | 110v | 55v | 64v | LT | LT | LT | LT |
| 1 WED. 1.26A 52 ABC OP | | 92 | 94 | B | 3.3 | 26 | 257 | 1001 | 410 | 193 | 485 | 190 | 308 | 233 | 232 | 148 | 467 | 268 | 340 | 214 | 173 | 107 | 49 | 41 | LT | LT |
| 2 WED. 1.08A 49 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.3 | 21 | 257 | 1424 | 689^ | 417^ | 771^ | 346^ | 521^ | 452^ | 346^ | 168v | 583^ | 408^ | 467^ | 215v | 104v | 116v | 70v | 70v | LT | LT |
| 1.30 - 2.00 | | | | A | 2.8 | 25 | 218 | 1101 | 394^ | 192^ | 463^ | 179^ | 285^ | 220^ | 234^ | 142^ | 638 | 363^ | 400^ | 318^ | 142^ | 238^ | LT | LT | LT | LT |
| SATURDAY NIGHT | 17 | 210 | 216 | A | 9.0 | 26 | 700 | 1279 | 408 | 215 | 470 | 220 | 378 | 284 | 228 | 69^ | 518 | 306 | 405 | 295 | 179 | 91^ | 220 | 119^ | 71^ | 38v |
| 1 SAT. 11.30P 75 NBC GV | | 99 | 99 | B | 10.1 | 30 | 786 | 1547 | 518 | 254 | 591 | 305 | 451 | 348 | 235 | 100 | 635 | 370 | 511 | 407 | 234 | 79 | 260 | 127 | 61 | 49 |
| 2 SAT. 11.30P 80 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 10.0 | 25 | 778 | 1392 | 438 | 251 | 505 | 214 | 366 | 285 | 248 | 106^ | 554 | 299 | 405 | 302 | 195 | 121^ | 240 | 137^ | 93^ | 50^ |
| 12.00 - 12.30 | | | | A | 9.0 | 27 | 700 | 1249 | 402 | 170^ | 465 | 223 | 396 | 300 | 237 | 49^ | 493 | 296 | 396 | 300 | 186 | 76^ | 234 | 118^ | 57^ | 28v |
| 12.30 - 1.00 | | | | A | 7.6 | 27 | 591 | 848 | 230^ | 131^ | 252^ | 137^ | 247^ | 171^ | 110^ | LT | 443 | 338^ | 396^ | 224^ | 95v | 47v | 131^ | 61v | 22v | 22v |
| TOMORROW COAST TO COAST-1 | 70 | 192 | 191 | A | 3.5 | 19 | 272 | 978 | 448 | 161^ | 536 | 143^ | 258 | 188^ | 258 | 238 | 393 | 173^ | 242 | 188^ | 140^ | 143^ | 38v | LT | LT | LT |
| 1 MWTH 12.30A 30 NBC CC | | 98 | 98 | B | 3.8 | 20 | 296 | 1125 | 520 | 196 | 581 | 169 | 283 | 281 | 275 | 232 | 481 | 189 | 308 | 266 | 213 | 143 | 58 | 20 | LT | LT |
| 1 TUE. 1.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-W 12.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.56A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW COAST TO COAST-2 | 70 | 193 | 192 | A | 2.4 | 18 | 187 | 930 | 316 | 96^ | 406 | 165^ | 208^ | 95^ | 161^ | 177^ | 460 | 225^ | 332 | 219^ | 155^ | 128^ | 64v | LT | LT | LT |
| 1 M & W 1.00A 57 NBC CC | | 98 | 98 | B | 2.5 | 19 | 195 | 1009 | 412 | 138 | 476 | 140 | 235 | 225 | 225 | 191 | 487 | 209 | 345 | 298 | 211 | 114 | 43 | LT | LT | LT |
| 1 TUE. 1.30A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 1.00A 55 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW COAST TO -CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 2 TUE. 1.00A 56 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 1.00A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 1.26A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 2.7 | 18 | 210 | 929 | 329 | 81^ | 453 | 171^ | 229^ | 114^ | 186^ | 201^ | 419 | 195^ | 291 | 215^ | 152^ | 128^ | 52v | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 2.0 | 17 | 156 | 1006 | 320^ | 70v | 377 | 179^ | 198^ | 71v | 141^ | 166^ | 532 | 269^ | 385 | 231^ | 167^ | 147^ | 97v | LT | LT | LT |
| TONIGHT SHOW | 87 | 212 | 213 | A | 7.0 | 23 | 545 | 1246 | 538 | 202 | 603 | 176 | 334 | 270 | 291 | 242 | 536 | 184 | 289 | 260 | 238 | 202 | 79^ | 44^ | 28v | 21v |
| 1 MWTHF 11.30P 60 NBC GV | | 99 | 99 | B | 7.4 | 24 | 576 | 1327 | 604 | 234 | 651 | 205 | 350 | 331 | 312 | 241 | 578 | 221 | 347 | 310 | 264 | 182 | 81 | 34 | 17 | 11 |
| 1 TUE. 12.00M 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUWF 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.56P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.9 | 23 | 615 | 1320 | 560 | 202 | 638 | 176 | 355 | 303 | 324 | 254 | 572 | 193 | 294 | 265 | 256 | 228 | 74^ | 48^ | 36^ | 27^ |
| 12.00 - 12.30 | | | | A | 6.6 | 24 | 513 | 1193 | 525 | 194 | 583 | 174 | 322 | 248 | 277 | 236 | 507 | 173 | 282 | 257 | 229 | 184 | 80^ | 45^ | 23v | 17v |
| 12.30 - 1.00 | | | | A | 5.1 | 24 | 397 | 1151 | 491 | 249 | 554 | 189 | 295 | 233 | 242 | 212 | 521 | 211 | 291 | 235 | 201 | 186 | 76^ | LT | LT | LT |
| TUESDAY MOVIE-WEEK-PART 1 | 4 | 169 | 169 | A | 4.7 | 22 | 366 | 1358 | 566 | 162^ | 590 | 260^ | 347 | 302^ | 330 | 133^ | 706 | 405 | 457 | 182^ | 197^ | 228^ | 62v | LT | LT | LT |
| TUE. 12.00M 71 ABC FF | | 93 | 95 | B | 4.7 | 22 | 366 | 1312 | 538 | 149 | 595 | 247 | 386 | 292 | 343 | 112 | 629 | 341 | 421 | 269 | 217 | 184 | 85 | 42 | LT | LT |
| 12.00 - 12.30 | | | | A | 4.9 | 19 | 381 | 1281 | 541 | 171^ | 567 | 221^ | 307^ | 318 | 346 | 131^ | 672 | 357 | 403 | 196^ | 207^ | 219^ | 42v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.6 | 23 | 358 | 1441 | 608 | 140^ | 630 | 310^ | 407 | 307^ | 320^ | 119^ | 726 | 444 | 502 | 173^ | 179^ | 224^ | 85v | LT | LT | LT |
| TUESDAY MOVIE-WEEK-PART 2 | 4 | 170 | 169 | A | 4.5 | 30 | 350 | 1263 | 577 | 198^ | 597 | 232^ | 331^ | 280^ | 365 | 189^ | 640 | 317^ | 383 | 195^ | 238^ | 257^ | 26v | LT | LT | LT |
| 1 TUE. 1.11A 18 ABC FF | | 94 | 95 | B | 4.2 | 29 | 327 | 1203 | 607 | 192 | 657 | 276 | 440 | 294 | 381 | 139 | 489 | 255 | 314 | 205 | 191 | 175 | 57 | 44 | LT | LT |
| 2 TUE. 1.11A 19 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | 89 | 174 | 175 | A | 9.6 | 32 | 747 | 1455 | 900 | 158 | 1001 | 566 | 796 | 575 | 336 | 165 | 275 | 149 | 222 | 124 | 94 | 43^ | 102 | 86 | 77^ | 10v |
| M-F 1.57P 2 ABC N | | 92 | 93 | B | 8.8 | 31 | 685 | 1338 | 825 | 197 | 928 | 487 | 702 | 556 | 341 | 168 | 211 | 101 | 156 | 108 | 83 | 50 | 105 | 81 | 94 | 37 |
| ALICE-M-F | 81 | 162 | 165 | A | 6.2 | 27 | 482 | 1488 | 690 | 149 | 796 | 367 | 512 | 388 | 301 | 238 | 295 | 143 | 174 | 111^ | 82^ | 110^ | 127 | 75^ | 270 | 119^ |
| 1 M-F 10.30A 30 CBS CS | | 92 | 93 | B | 6.0 | 29 | 467 | 1480 | 664 | 170 | 781 | 334 | 485 | 385 | 308 | 248 | 283 | 113 | 157 | 126 | 120 | 106 | 113 | 57 | 303 | 137 |
| 2 MTUWF 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | 88 | 192 | 195 | A | 9.9 | 34 | 770 | 1412 | 885 | 157 | 984 | 559 | 789 | 561 | 330 | 161 | 261 | 137 | 206 | 117 | 93 | 45^ | 98 | 87 | 69^ | 11v |
| 1 MWTHF 1.00P 60 ABC DD | | 97 | 99 | B | 9.2 | 33 | 716 | 1358 | 835 | 208 | 934 | 484 | 705 | 556 | 349 | 169 | 212 | 102 | 155 | 114 | 82 | 49 | 109 | 86 | 103 | 38 |
| 1 TUE. 1.16P 44 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 9.5 | 33 | 739 | 1405 | 882 | 159 | 979 | 557 | 786 | 550 | 331 | 160 | 257 | 129 | 201 | 113 | 94 | 46^ | 105 | 95 | 64^ | 12v |
| 1.30 - 2.00 | | | | A | 10.3 | 35 | 801 | 1419 | 888 | 156 | 985 | 561 | 792 | 569 | 330 | 158 | 260 | 141 | 208 | 120 | 89 | 42^ | 102 | 87 | 72^ | 11v |
| ANOTHER WORLD | 87 | 204 | 206 | A | 5.5 | 18 | 428 | 1192 | 730 | 149 | 837 | 230 | 419 | 431 | 373 | 350 | 219 | 63^ | 82^ | 46^ | 80^ | 127^ | 79^ | 67^ | 57^ | 40^ |
| 1 MWTHF 2.00P 60 NBC DD | | 96 | 98 | B | 5.2 | 18 | 405 | 1216 | 781 | 194 | 876 | 284 | 460 | 432 | 364 | 353 | 221 | 45 | 62 | 49 | 80 | 145 | 54 | 41 | 65 | 31 |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 5.5 | 19 | 428 | 1171 | 717 | 149 | 827 | 227 | 412 | 427 | 366 | 347 | 218 | 58^ | 72^ | 40^ | 75^ | 136^ | 80^ | 70^ | 46^ | 32v |
| 2.30 - 3.00 | | | | A | 5.5 | 18 | 428 | 1180 | 735 | 137 | 828 | 227 | 413 | 426 | 372 | 346 | 213 | 65^ | 87^ | 45^ | 78^ | 119^ | 76^ | 65^ | 63^ | 44^ |
| ARRIVAL AT ANDREWS AFB(S) | | 192 | | A | 10.5 | 31 | 817 | 1291 | 791 | 145^ | 880 | 385 | 580 | 460 | 332 | 244^ | 304 | 179^ | 209^ | 162^ | 77^ | 95^ | 44v | 13v | 63v | 9v |
| 1 TUE. 11.51A 85 ABC N | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 10.0 | 31 | 778 | 1289 | 765 | 153^ | 824 | 355 | 529 | 412 | 300^ | 245^ | 299^ | 160^ | 204^ | 165^ | 86^ | 95^ | 76^ | 17v | 90^ | 27v |
| 12.30 - 1.00 | | | | A | 11.0 | 31 | 856 | 1266 | 784 | 167^ | 902 | 392 | 595 | 483 | 355 | 243^ | 304 | 182^ | 201^ | 157^ | 75^ | 103^ | 29v | 14v | 31v | LT |
| AS THE WORLD TURNS | 85 | 194 | 194 | A | 8.7 | 29 | 677 | 1313 | 815 | 156 | 949 | 214 | 428 | 429 | 454 | 424 | 238 | 63^ | 107 | 95 | 104 | 114 | 53^ | 49^ | 73^ | 23^ |
| 1 MWTHF 2.00P 60 CBS DD | | 99 | 99 | B | 8.0 | 28 | 622 | 1288 | 830 | 154 | 948 | 203 | 417 | 437 | 459 | 434 | 218 | 49 | 82 | 72 | 82 | 127 | 52 | 42 | 70 | 28 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AS THE WORLD TURNS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 8.4 | 29 | 654 | 1321 | 817 | 156 | 952 | 209 | 428 | 433 | 466 | 428 | 238 | 62^ | 104 | 98 | 103 | 115 | 59^ | 52^ | 72^ | 23v |
| 2.30 - 3.00 | | | | A | 8.8 | 29 | 685 | 1328 | 824 | 159 | 962 | 223 | 437 | 435 | 451 | 426 | 245 | 63^ | 111 | 97 | 110 | 118 | 50^ | 46^ | 71^ | 25^ |
| BLOCKBUSTERS | 67 | 133 | 134 | A | 3.7 | 16 | 288 | 1382 | 743 | 21v | 823 | 173^ | 270 | 264 | 289 | 487 | 445 | 115^ | 188^ | 198^ | 160^ | 219 | 41v | LT | 73^ | 31v |
| M-F 10.30A 30 NBC QG | | 76 | 77 | B | 3.4 | 16 | 265 | 1438 | 787 | 103 | 861 | 221 | 339 | 315 | 298 | 459 | 420 | 101 | 158 | 174 | 174 | 220 | 51 | LT | 106 | 60 |
| CAPTAIN KANGAROO | 83 | 176 | 176 | A | 2.8 | 13 | 218 | 1317 | 390 | 78^ | 399 | 165^ | 229^ | 224^ | 160^ | 138^ | 96^ | 23v | 41v | 59v | 60v | 37v | 32v | 32v | 790 | 160^ |
| 1 MWTHF 8.00A 60 CBS C | | 98 | 98 | B | 2.7 | 14 | 210 | 1389 | 402 | 89 | 423 | 200 | 281 | 225 | 155 | 118 | 139 | 46 | 73 | 74 | 70 | 53 | 43 | LT | 784 | 181 |
| 2 M-F 8.00A 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 2.5 | 12 | 195 | 1323 | 394 | 87^ | 404 | 148^ | 210^ | 227^ | 180^ | 142^ | 118^ | LT | 41v | 83^ | 86^ | 35v | 26v | 26v | 775 | 169^ |
| 8.30 - 9.00 | | | | A | 3.1 | 14 | 241 | 1290 | 378 | 67^ | 386 | 170^ | 241^ | 220^ | 150^ | 129^ | 74^ | 20v | 33v | 33v | 34v | 41v | 29v | 29v | 801 | 158^ |
| CAPTAIN KANGAROO-TUE(B) | | 79 | | A | 1.7 | 7 | 132 | 924^ | 280v | LT | 280v | 122v | 151v | 151v | 158v | 129v | LT | LT | LT | LT | LT | LT | 76v | LT | 553^ | LT |
| 1 TUE. 8.00A 60 CBS C | | 69 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 1.5 | 6 | 117 | 1009^ | 333v | LT | 333v | 129v | 188v | 188v | 204v | 145v | LT | LT | LT | LT | LT | LT | LT | LT | 650^ | LT |
| 8.30 - 9.00 | | | | A | 1.9 | 7 | 148 | 818^ | 223v | LT | 223v | 108v | 108v | 108v | 115v | 115v | LT | LT | LT | LT | LT | LT | 128v | LT | 467^ | LT |
| CARD SHARKS | 87 | 138 | 141 | A | 3.1 | 11 | 241 | 1378 | 863 | 178^ | 863 | 145^ | 344 | 357 | 361 | 465 | 353 | 91^ | 134^ | 141^ | 130^ | 207^ | 70^ | 46v | 92^ | 67^ |
| 1 MWTHF 12.00N 30 NBC QG | | 67 | 70 | B | 3.1 | 12 | 241 | 1342 | 785 | 152 | 840 | 184 | 348 | 334 | 353 | 436 | 314 | 66 | 111 | 96 | 138 | 189 | 84 | 42 | 104 | 57 |
| 2 M-F 12.00N 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS SPEC. RPT. 9.00A(S) | | 184 | | A | 5.0 | 18 | 389 | 1614 | 957 | 115v | 957 | 385^ | 603^ | 521^ | 394^ | 289^ | 308^ | 47v | 145v | 145v | 203^ | 163^ | 109v | 46v | 240^ | 25v |
| 1 TUE. 9.00A 60 CBS N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 4.8 | 18 | 373 | 1622 | 1020 | 134v | 1020 | 404^ | 657 | 597^ | 439^ | 292^ | 271^ | 50v | 128v | 128v | 168^ | 143v | 106v | 46v | 225^ | LT |
| 9.30 - 10.00 | | | | A | 5.3 | 19 | 412 | 1563 | 874 | 95v | 874 | 361^ | 544^ | 439^ | 337^ | 277^ | 330^ | 39v | 150^ | 150^ | 228^ | 180^ | 111v | 46v | 248^ | 50v |
| CBS NEWS SPEC. RPT.11.48A(S) | | 197 | | A | 11.1 | 33 | 864 | 1480 | 852 | 162^ | 924 | 246^ | 394 | 346 | 417 | 459 | 429 | 141^ | 148^ | 87^ | 143^ | 260^ | 65v | 15v | 62v | 16v |
| 1 TUE. 11.48A 95 CBS N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 10.9 | 34 | 848 | 1540 | 918 | 178^ | 989 | 270^ | 453 | 390 | 462 | 459 | 459 | 149^ | 149^ | 75^ | 164^ | 290 | 34v | 14v | 58v | 13v |
| 12.30 - 1.00 | | | | A | 11.4 | 32 | 887 | 1486 | 902 | 165^ | 971 | 277 | 431 | 362 | 408 | 482 | 431 | 134^ | 146^ | 101^ | 128^ | 270 | 38v | 18v | 46v | LT |
| 1.00 - 1.30 | | | | A | 11.6 | 34 | 902 | 1382 | 735 | 135^ | 813 | 170^ | 281 | 290 | 410 | 448 | 448 | 151^ | 157^ | 94^ | 150^ | 249^ | 90^ | 24v | 31v | LT |
| CBS NEWS SPEC. RPT. 1.53P(S) | | 195 | | A | 12.0 | 32 | 934 | 1487 | 902 | 155^ | 983 | 257 | 439 | 396 | 445 | 480 | 372 | 110^ | 126^ | 70^ | 117^ | 229^ | 60v | 42v | 72^ | 8v |
| 1 TUE. 1.53P 97 CBS N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 11.9 | 34 | 926 | 1435 | 879 | 153^ | 931 | 212^ | 418 | 392 | 464 | 453 | 396 | 120^ | 133^ | 66^ | 126^ | 247^ | 50v | 22v | 58v | LT |
| 2.30 - 3.00 | | | | A | 11.8 | 32 | 918 | 1496 | 920 | 172^ | 1010 | 268 | 451 | 399 | 447 | 498 | 350 | 106^ | 117^ | 64v | 107^ | 220^ | 48v | 48v | 88^ | 16v |
| 3.00 - 3.30 | | | | A | 12.7 | 32 | 988 | 1524 | 910 | 141^ | 1009 | 296 | 460 | 400 | 422 | 486 | 349 | 96^ | 128^ | 81^ | 113^ | 207^ | 90^ | 66^ | 76^ | 7v |
| DAYS OF OUR LIVES | 88 | 207 | 209 | A | 5.8 | 20 | 451 | 1259 | 784 | 144 | 875 | 233 | 403 | 403 | 372 | 414 | 296 | 75^ | 93^ | 64^ | 110^ | 192 | 60^ | 53^ | 28v | 11v |
| M-F 1.00P 60 NBC DD | | 97 | 99 | B | 5.6 | 20 | 436 | 1312 | 851 | 162 | 932 | 302 | 466 | 395 | 352 | 421 | 276 | 51 | 78 | 64 | 106 | 182 | 49 | 33 | 55 | 24 |
| 1.00 - 1.30 | | | | A | 5.8 | 20 | 451 | 1284 | 771 | 135 | 866 | 228 | 390 | 385 | 363 | 421 | 324 | 85^ | 104^ | 78^ | 122^ | 202 | 65^ | 60^ | 29v | 11v |
| 1.30 - 2.00 | | | | A | 5.8 | 20 | 451 | 1226 | 791 | 144 | 880 | 235 | 415 | 418 | 382 | 406 | 264 | 64^ | 77^ | 48^ | 98^ | 181 | 56^ | 46^ | 26v | 12v |
| DOCTORS | 86 | 179 | 184 | A | 4.1 | 15 | 319 | 1226 | 824 | 169^ | 854 | 192 | 342 | 355 | 326 | 439 | 304 | 122^ | 132^ | 60^ | 82^ | 163^ | 46v | 37v | 22v | LT |
| 1 MWTH 12.30P 30 NBC DD | | 90 | 90 | B | 3.7 | 15 | 288 | 1285 | 815 | 195 | 871 | 275 | 437 | 398 | 341 | 379 | 271 | 67 | 84 | 72 | 132 | 165 | 75 | 53 | 68 | 38 |
| 1 FRI. 12.30P 8 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| & 12.50P 10 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 12.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EDGE OF NIGHT | 81 | 148 | 152 | A | 5.4 | 15 | 420 | 1476 | 791 | 189 | 866 | 354 | 568 | 508 | 350 | 237 | 276 | 124^ | 155 | 101^ | 86^ | 110^ | 216 | 200 | 118^ | 64^ |
| 1 MTUWF 4.00P 30 ABC DD | | 81 | 82 | B | 5.1 | 16 | 397 | 1397 | 753 | 235 | 851 | 371 | 564 | 463 | 341 | 222 | 279 | 124 | 158 | 107 | 97 | 111 | 126 | 111 | 141 | 69 |
| 2 M-F 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD | 88 | 186 | 187 | A | 7.4 | 27 | 576 | 1339 | 775 | 184 | 853 | 370 | 517 | 390 | 356 | 286 | 286 | 115 | 160 | 126 | 104 | 119 | 81^ | 66^ | 119 | 37^ |
| 1 MWTHF 12.00N 30 ABC QP | | 94 | 94 | B | 6.4 | 25 | 498 | 1379 | 754 | 167 | 844 | 351 | 514 | 423 | 360 | 268 | 299 | 121 | 165 | 138 | 114 | 119 | 96 | 71 | 140 | 70 |
| 2 M-F 12.00N 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL | 84 | 197 | 198 | A | 11.8 | 36 | 918 | 1386 | 778 | 143 | 851 | 465 | 635 | 469 | 285 | 167 | 195 | 97 | 126 | 67 | 41^ | 67 | 177 | 147 | 163 | 91 |
| 1 MWTHF 3.00P 60 ABC DD | | 99 | 99 | B | 11.4 | 36 | 887 | 1374 | 772 | 181 | 860 | 452 | 624 | 462 | 304 | 181 | 197 | 86 | 116 | 77 | 67 | 74 | 166 | 135 | 151 | 93 |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 11.4 | 36 | 887 | 1329 | 782 | 132 | 856 | 471 | 643 | 476 | 283 | 166 | 185 | 93 | 121 | 62^ | 39^ | 63^ | 153 | 128 | 135 | 62^ |
| 3.30 - 4.00 | | | | A | 12.2 | 35 | 949 | 1425 | 771 | 150 | 845 | 460 | 626 | 462 | 284 | 168 | 201 | 98 | 128 | 72 | 44^ | 69 | 193 | 163 | 186 | 115 |
| GOOD MORNING, AMERICA-730 | 89 | 197 | 200 | A | 5.7 | 29 | 443 | 1307 | 767 | 270 | 828 | 229 | 453 | 453 | 410 | 286 | 376 | 105^ | 158 | 158 | 152 | 182 | 12v | LT | 91^ | 49^ |
| M-F 7.30A 30 ABC N | | 98 | 99 | B | 4.9 | 27 | 381 | 1360 | 711 | 238 | 770 | 226 | 404 | 405 | 388 | 276 | 410 | 123 | 184 | 166 | 174 | 182 | 66 | 18 | 114 | 70 |
| GOOD MORNING, AMERICA-830 | 89 | 197 | 201 | A | 6.7 | 30 | 521 | 1228 | 835 | 207 | 862 | 225 | 421 | 439 | 442 | 349 | 305 | 94^ | 138 | 107^ | 113 | 165 | 17v | 9v | 44^ | 18v |
| M-F 8.30A 30 ABC N | | 96 | 98 | B | 6.1 | 29 | 475 | 1215 | 755 | 193 | 793 | 226 | 371 | 392 | 386 | 337 | 338 | 95 | 139 | 143 | 144 | 164 | 26 | 13 | 58 | 24 |
| GUIDING LIGHT | 85 | 195 | 195 | A | 8.7 | 26 | 677 | 1309 | 795 | 179 | 938 | 253 | 452 | 428 | 440 | 392 | 241 | 66^ | 113 | 89 | 102 | 115 | 69^ | 63^ | 61^ | 20v |
| 1 MWTHF 3.00P 60 CBS DD | | 99 | 99 | B | 8.3 | 27 | 646 | 1336 | 803 | 164 | 924 | 216 | 408 | 414 | 448 | 425 | 232 | 60 | 96 | 84 | 96 | 123 | 88 | 73 | 92 | 42 |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 8.5 | 27 | 661 | 1310 | 798 | 177 | 943 | 254 | 450 | 423 | 436 | 400 | 246 | 62^ | 110 | 91 | 108 | 119 | 68^ | 61^ | 53^ | 20v |
| 3.30 - 4.00 | | | | A | 8.9 | 26 | 692 | 1302 | 789 | 177 | 927 | 247 | 452 | 431 | 446 | 383 | 238 | 67^ | 115 | 88 | 98 | 113 | 70^ | 63^ | 67^ | 22v |
| HOSTAGE ARRIVAL-WASHINGTN(S) | | 204 | | A | 7.4 | 22 | 576 | 1361 | 723 | 126^ | 810 | 134^ | 267^ | 345^ | 420 | 457 | 444 | 44v | 142^ | 148^ | 238^ | 278^ | 90v | 90v | 17v | LT |
| 1 TUE. 12.00N 60 NBC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 6.8 | 21 | 529 | 1365 | 753 | 114v | 838 | 137^ | 285^ | 359^ | 441^ | 460 | 406^ | 26v | 127^ | 151^ | 238^ | 255^ | 102v | 102v | 19v | LT |
| 12.30 - 1.00 | | | | A | 8.0 | 23 | 622 | 1350 | 695 | 133^ | 786 | 130^ | 251^ | 328^ | 401 | 458 | 470 | 57v | 151^ | 144^ | 236^ | 295^ | 80v | 80v | 14v | LT |
| HOSTAGES AT-WHITE HOUSE(S) | | 206 | | A | 8.7 | 23 | 677 | 1247 | 661 | 207^ | 748 | 182^ | 311^ | 316^ | 390 | 387 | 406 | 20v | 116^ | 122^ | 253^ | 266^ | 54v | 17v | 39v | 23v |
| 1 TUE. 2.00P 90 NBC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 7.9 | 23 | 615 | 1198 | 624 | 209^ | 734 | 199^ | 313^ | 317^ | 366^ | 378^ | 405 | 25v | 140^ | 142^ | 258^ | 238^ | 39v | 21v | 20v | 20v |
| 2.30 - 3.00 | | | | A | 8.7 | 23 | 677 | 1233 | 668 | 213^ | 747 | 181^ | 298^ | 313^ | 396 | 397 | 409 | 18v | 121^ | 125^ | 266^ | 266^ | 41v | 19v | 36v | 22v |
| 3.00 - 3.30 | | | | A | 9.4 | 23 | 731 | 1312 | 697 | 201^ | 770 | 170^ | 326 | 321^ | 410 | 390 | 403 | 15v | 92^ | 108^ | 241^ | 286^ | 77v | 10v | 62v | 30v |
| JEFFERSONS M-F | 81 | 154 | 157 | A | 5.2 | 23 | 405 | 1578 | 656 | 155 | 767 | 387 | 511 | 364 | 262 | 210 | 292 | 160 | 209 | 118^ | 93^ | 79^ | 158 | 84^ | 361 | 178 |
| 1 M-F 10.00A 30 CBS CS | | 89 | 90 | B | 5.0 | 24 | 389 | 1457 | 653 | 168 | 742 | 319 | 475 | 386 | 295 | 220 | 266 | 112 | 158 | 135 | 124 | 89 | 120 | 57 | 329 | 155 |
| 2 MTUWF 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAS VEGAS GAMBIT | 67 | 132 | 133 | A | 3.5 | 16 | 272 | 1456 | 794 | 91^ | 860 | 165^ | 346 | 333 | 390 | 442 | 441 | 99^ | 195^ | 202^ | 192^ | 210^ | 48v | LT | 107^ | 52v |
| M-F 10.00A 30 NBC QG | | 74 | 75 | B | 3.1 | 14 | 241 | 1479 | 792 | 139 | 873 | 207 | 357 | 321 | 327 | 454 | 446 | 108 | 171 | 177 | 184 | 235 | 39 | LT | 121 | 54 |
| LOVE BOAT DAYTIME | 89 | 193 | 195 | A | 6.4 | 26 | 498 | 1337 | 674 | 146 | 720 | 346 | 490 | 405 | 255 | 190 | 247 | 148 | 187 | 97^ | 59^ | 51^ | 103^ | 53^ | 267 | 106^ |
| 1 MWTHF 11.00A 60 ABC CS | | 98 | 98 | B | 5.7 | 25 | 443 | 1370 | 671 | 178 | 739 | 360 | 511 | 398 | 281 | 189 | 255 | 140 | 177 | 108 | 85 | 62 | 145 | 101 | 231 | 110 |
| 1 TUE. 11.11A 40 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 11.00A 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.00 - 11.30 | | | | A | 6.0 | 25 | 467 | 1304 | 672 | 153 | 717 | 340 | 484 | 413 | 263 | 188 | 220 | 129 | 163 | 79^ | 51^ | 48^ | 92^ | 49^ | 275 | 116^ |
| 11.30 - 12.00 | | | | A | 6.9 | 27 | 537 | 1326 | 652 | 137 | 702 | 338 | 480 | 386 | 248 | 185 | 256 | 156 | 197 | 101^ | 58^ | 51^ | 107^ | 56^ | 261 | 100^ |
| MAGAZINE(S) | | | 179 | A | 5.2 | 24 | 405 | 1262 | 691 | 98v | 829 | 353^ | 565^ | 439^ | 382^ | 210^ | 252^ | 89v | 128v | 175^ | 140v | 57v | 40v | 40v | 141v | 22v |
| 2 THU. 10.00A 60 CBS DN | | | 93 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 5.1 | 23 | 397 | 1219 | 704 | 86v | 827 | 354^ | 558^ | 435^ | 373^ | 203^ | 248^ | 99v | 137v | 162^ | 121v | 48v | 41v | 41v | 103v | LT |
| 10.30 - 11.00 | | | | A | 5.3 | 25 | 412 | 1284 | 675 | 107v | 826 | 347^ | 565^ | 439^ | 392^ | 217^ | 247^ | 75v | 116v | 184^ | 155^ | 63v | 36v | 36v | 175^ | 42v |
| MORNING-CHARLES KURALT | 90 | 183 | 184 | A | 3.3 | 18 | 257 | 1350 | 736 | 316 | 779 | 137^ | 409 | 384 | 440 | 347 | 424 | 73^ | 164^ | 218^ | 254 | 187^ | 42v | 38v | 105^ | 32v |
| M-F 7.15A 45 CBS N | | 98 | 98 | B | 2.9 | 17 | 226 | 1349 | 650 | 235 | 703 | 156 | 313 | 319 | 378 | 321 | 493 | 118 | 218 | 206 | 275 | 212 | 35 | LT | 118 | 49 |
| 7.30 - 8.00 | | | | A | 3.3 | 17 | 257 | 1393 | 757 | 308 | 807 | 145^ | 414 | 370 | 436 | 378 | 421 | 83^ | 165^ | 210^ | 241 | 187^ | 40v | 38v | 125^ | 36v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-11.57 | 85 | 164 | 164 | A | 7.0 | 27 | 545 | 1495 | 745 | 180 | 867 | 317 | 435 | 357 | 349 | 369 | 406 | 122 | 180 | 181 | 204 | 180 | 42^ | 42^ | 180 | 59^ |
| 1 MWTHF 11.57A 2 CBS N | | 87 | 89 | B | 6.4 | 27 | 498 | 1415 | 740 | 162 | 858 | 258 | 411 | 370 | 356 | 377 | 350 | 95 | 147 | 132 | 140 | 184 | 45 | 30 | 162 | 56 |
| 2 M-F 11.57A 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-3.57 | 85 | 177 | 177 | A | 7.6 | 22 | 591 | 1315 | 794 | 158 | 935 | 257 | 449 | 426 | 445 | 384 | 248 | 66^ | 117 | 91^ | 95^ | 121 | 75^ | 66^ | 57^ | 21v |
| 1 MWTHF 3.57P 2 CBS N | | 94 | 94 | B | 6.9 | 21 | 537 | 1357 | 802 | 160 | 927 | 228 | 407 | 413 | 441 | 415 | 242 | 64 | 105 | 90 | 98 | 123 | 98 | 82 | 90 | 43 |
| 2 M-F 3.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE DAY AT A TIME-TUE(B) | | 187 | | A | 9.6 | 26 | 747 | 1333 | 771 | 142^ | 879 | 249^ | 447 | 373 | 443 | 363 | 278^ | 84^ | 153^ | 113^ | 120^ | 109^ | 79v | 79v | 97^ | 27v |
| 1 TUE. 3.30P 30 CBS CS | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE DAY AT A TIME-M-F | 80 | 124 | 126 | A | 4.8 | 14 | 373 | 1622 | 777 | 239 | 879 | 332 | 551 | 494 | 402 | 274 | 337 | 113^ | 206 | 201 | 169 | 92^ | 158 | 108^ | 248 | 142^ |
| 1 MTUWF 4.00P 30 CBS CS | | 70 | 72 | B | 4.6 | 14 | 358 | 1519 | 711 | 189 | 801 | 277 | 448 | 391 | 390 | 287 | 277 | 90 | 133 | 123 | 112 | 114 | 194 | 131 | 247 | 151 |
| 2 MWTHF 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | 84 | 195 | 195 | A | 9.5 | 32 | 739 | 1359 | 838 | 130 | 913 | 530 | 710 | 503 | 284 | 153 | 213 | 103 | 145 | 70^ | 56^ | 64^ | 119 | 105 | 114 | 31^ |
| 1 MWTHF 2.00P 60 ABC DD | | 99 | 99 | B | 9.2 | 32 | 716 | 1296 | 822 | 180 | 906 | 483 | 669 | 513 | 318 | 174 | 193 | 86 | 120 | 79 | 62 | 70 | 96 | 81 | 101 | 41 |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 9.2 | 31 | 716 | 1376 | 848 | 129 | 927 | 544 | 730 | 518 | 289 | 147 | 219 | 110 | 155 | 74^ | 58^ | 60^ | 114 | 100 | 116 | 30^ |
| 2.30 - 3.00 | | | | A | 9.8 | 32 | 762 | 1328 | 818 | 128 | 889 | 513 | 683 | 482 | 274 | 157 | 202 | 94 | 133 | 65^ | 52^ | 65^ | 126 | 109 | 111 | 31^ |
| PASSWORD PLUS | 86 | 178 | 180 | A | 4.7 | 18 | 366 | 1230 | 836 | 142^ | 861 | 150^ | 322 | 380 | 407 | 438 | 309 | 80^ | 123^ | 125^ | 121^ | 175 | 21v | 14v | 39v | 17v |
| M-F 11.30A 30 NBC QG | | 88 | 90 | B | 4.4 | 19 | 342 | 1253 | 748 | 134 | 801 | 167 | 331 | 351 | 378 | 390 | 337 | 95 | 125 | 139 | 125 | 176 | 53 | 24 | 62 | 31 |
| PRICE IS RIGHT 1 | 86 | 190 | 191 | A | 6.8 | 29 | 529 | 1520 | 734 | 177 | 857 | 334 | 455 | 342 | 327 | 361 | 394 | 116 | 178 | 148 | 185 | 193 | 69^ | 43^ | 200 | 63^ |
| M-F 11.00A 30 CBS AP | | 94 | 95 | B | 6.3 | 29 | 490 | 1432 | 723 | 166 | 839 | 272 | 415 | 362 | 342 | 365 | 348 | 93 | 144 | 123 | 141 | 185 | 54 | 29 | 191 | 64 |
| PRICE IS RIGHT 2 | 86 | 189 | 191 | A | 7.9 | 31 | 615 | 1509 | 753 | 169 | 872 | 323 | 443 | 337 | 338 | 374 | 401 | 111 | 172 | 157 | 192 | 199 | 54^ | 40^ | 182 | 60^ |
| 1 MWTHF 11.30A 30 CBS AP | | 94 | 95 | B | 7.2 | 31 | 560 | 1430 | 751 | 156 | 862 | 262 | 413 | 362 | 357 | 384 | 358 | 88 | 143 | 125 | 149 | 198 | 47 | 29 | 163 | 58 |
| 1 TUE. 11.30A 18 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 11.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RYAN'S HOPE | 88 | 184 | 184 | A | 7.8 | 29 | 607 | 1489 | 856 | 187 | 956 | 520 | 712 | 506 | 348 | 189 | 328 | 156 | 246 | 134 | 115 | 78^ | 109 | 88^ | 96^ | 35^ |
| 1 MWTHF 12.30P 30 ABC DD | | 94 | 95 | B | 6.8 | 26 | 529 | 1349 | 785 | 201 | 881 | 425 | 618 | 495 | 348 | 192 | 257 | 115 | 170 | 125 | 96 | 75 | 100 | 76 | 111 | 40 |
| 2 M-F 12.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SEARCH FOR TOMORROW | 86 | 188 | 187 | A | 6.4 | 24 | 498 | 1394 | 763 | 128 | 858 | 235 | 398 | 398 | 368 | 385 | 313 | 76^ | 119 | 116^ | 143 | 166 | 51^ | 40^ | 172 | 61^ |
| 1 MWTHF 12.30P 30 CBS DD | | 94 | 96 | B | 6.3 | 25 | 490 | 1312 | 756 | 170 | 873 | 236 | 393 | 406 | 374 | 402 | 294 | 64 | 102 | 94 | 123 | 171 | 41 | 31 | 104 | 35 |
| 2 M-F 12.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SIGN ON(S) | | | 195 | A | 7.6 | 21 | 591 | 1423 | 560 | 235^ | 797 | 290^ | 360^ | 265^ | 187^ | 377^ | 225^ | 50v | 50v | 94v | 44v | 131^ | 100v | 100v | 301^ | 221^ |
| 2 TUE. 4.00P 30 CBS CL | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| TEXAS | 88 | 200 | 201 | A | 5.6 | 17 | 436 | 1211 | 704 | 185 | 798 | 223 | 401 | 403 | 350 | 331 | 195 | 67^ | 83^ | 54^ | 85^ | 97^ | 108^ | 78^ | 110^ | 78^ |
| 1 MWTHF 3.00P 60 NBC DD | | 97 | 97 | B | 4.8 | 15 | 373 | 1255 | 757 | 200 | 847 | 258 | 444 | 411 | 368 | 343 | 230 | 62 | 81 | 58 | 79 | 134 | 73 | 56 | 105 | 62 |
| 1 TUE. 3.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 5.4 | 17 | 420 | 1164 | 714 | 178 | 804 | 218 | 385 | 392 | 346 | 348 | 174 | 62^ | 76^ | 46^ | 73^ | 86^ | 103^ | 72^ | 83^ | 60^ |
| 3.30 - 4.00 | | | | A | 5.7 | 16 | 443 | 1257 | 710 | 191 | 801 | 228 | 418 | 416 | 357 | 322 | 214 | 71^ | 88^ | 60^ | 93^ | 109^ | 111^ | 83^ | 131^ | 90^ |
| TODAY SHOW-7.30AM | 90 | 208 | 215 | A | 5.3 | 28 | 412 | 1422 | 765 | 172 | 789 | 179 | 333 | 276 | 419 | 414 | 522 | 101^ | 187 | 216 | 263 | 289 | 36v | LT | 75^ | 66^ |
| M-F 7.30A 30 NBC N | | 98 | 99 | B | 4.9 | 27 | 381 | 1383 | 757 | 156 | 792 | 166 | 317 | 279 | 386 | 434 | 512 | 92 | 171 | 175 | 236 | 307 | 24 | LT | 55 | 38 |
| TODAY SHOW-8.30AM | 89 | 209 | 212 | A | 6.7 | 30 | 521 | 1294 | 741 | 125 | 779 | 115 | 243 | 234 | 385 | 486 | 449 | 79^ | 152 | 166 | 231 | 259 | 24v | 10v | 42^ | 31^ |
| M-F 8.30A 30 NBC N | | 99 | 99 | B | 6.0 | 29 | 467 | 1299 | 763 | 145 | 795 | 145 | 290 | 273 | 382 | 452 | 445 | 75 | 143 | 144 | 207 | 269 | 13 | LT | 46 | 28 |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WEST POINT NEWS CONF.(S) | | 192 | | A | 7.8 | 29 | 607 | 1255 | 751 | 283^ | 815 | 321^ | 456 | 334^ | 341^ | 311^ | 359^ | 93v | 195^ | 148^ | 158^ | 164^ | 38v | 26v | 43v | LT |
| 1 TUE. 9.00A 65 ABC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 7.6 | 29 | 591 | 1252 | 770 | 330^ | 843 | 333^ | 489 | 373^ | 375^ | 308^ | 324^ | 74v | 179^ | 145^ | 155^ | 145^ | 44v | 44v | 41v | LT |
| 9.30 - 10.00 | | | | A | 8.0 | 28 | 622 | 1241 | 713 | 246^ | 780 | 313^ | 426 | 293^ | 302^ | 307^ | 381 | 108^ | 211^ | 152^ | 157^ | 170^ | 40v | 13v | 40v | LT |
| WHEEL OF FORTUNE | 87 | 187 | 190 | A | 5.1 | 21 | 397 | 1292 | 784 | 116^ | 832 | 139^ | 300 | 361 | 380 | 432 | 371 | 101^ | 134^ | 128^ | 103^ | 225 | 24v | LT | 65^ | 33v |
| M-F 11.00A 30 NBC QG | | 91 | 92 | B | 4.5 | 21 | 350 | 1274 | 753 | 122 | 802 | 196 | 350 | 363 | 358 | 376 | 338 | 82 | 112 | 136 | 136 | 184 | 57 | 25 | 77 | 33 |
| WHITE HOUSE CEREMONY(S) | | 196 | | A | 10.8 | 29 | 840 | 1320 | 822 | 159^ | 898 | 348 | 549 | 448 | 363 | 304 | 328 | 149^ | 190^ | 123^ | 111^ | 138^ | 40v | 12v | 54v | LT |
| 1 TUE. 2.00P 120 ABC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 9.8 | 28 | 762 | 1420 | 913 | 166^ | 972 | 394 | 635 | 504 | 385 | 281^ | 335 | 158^ | 209^ | 141^ | 111^ | 126^ | 35v | LT | 78v | LT |
| 2.30 - 3.00 | | | | A | 10.4 | 28 | 809 | 1325 | 823 | 143^ | 905 | 330 | 562 | 442 | 383 | 307 | 339 | 151^ | 200^ | 134^ | 118^ | 139^ | 34v | LT | 47v | LT |
| 3.00 - 3.30 | | | | A | 11.6 | 29 | 902 | 1272 | 786 | 153^ | 851 | 331 | 500 | 417 | 337 | 312 | 321 | 155^ | 186^ | 119^ | 103^ | 135^ | 45v | 26v | 55v | LT |
| 3.30 - 4.00 | | | | A | 11.5 | 32 | 895 | 1261 | 766 | 174^ | 858 | 329 | 502 | 429 | 346 | 308 | 316 | 130^ | 169^ | 100^ | 109^ | 147^ | 48v | 23v | 39v | LT |
| YOUNG AND THE RESTLESS | 86 | 196 | 197 | A | 8.0 | 28 | 622 | 1323 | 737 | 129 | 860 | 265 | 442 | 420 | 368 | 338 | 251 | 69^ | 114 | 116 | 120 | 98 | 56^ | 53^ | 156 | 47^ |
| 1 MWTHF 1.00P 60 CBS DD | | 97 | 99 | B | 7.7 | 29 | 599 | 1279 | 791 | 146 | 915 | 290 | 475 | 433 | 402 | 373 | 195 | 58 | 82 | 75 | 76 | 96 | 51 | 40 | 118 | 39 |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 7.7 | 27 | 599 | 1314 | 728 | 124 | 857 | 276 | 453 | 421 | 364 | 326 | 244 | 68^ | 113 | 116 | 120 | 93^ | 57^ | 53^ | 156 | 47^ |
| 1.30 - 2.00 | | | | A | 8.3 | 28 | 646 | 1316 | 737 | 131 | 858 | 254 | 429 | 414 | 369 | 349 | 251 | 67^ | 112 | 115 | 118 | 102 | 52^ | 49^ | 155 | 46^ |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | 11 | 185 | 188 | A | 6.8 | 23 | 529 | 1737 | 493 | 213^ | 519 | 219^ | 325 | 231 | 203^ | 153^ | 304 | 99^ | 170^ | 131^ | 148^ | 123^ | 298 | 117^ | 616 | 392 |
| SAT. 12.00N 30 ABC FV | | 96 | 97 | B | 6.3 | 21 | 490 | 1669 | 429 | 153 | 449 | 177 | 280 | 233 | 192 | 139 | 274 | 146 | 194 | 123 | 88 | 70 | 222 | 104 | 724 | 473 |
| ABC WIDE WORLD-SPORTS SAT | 9 | 199 | 199 | A | 14.4 | 29 | 1120 | 1670 | 630 | 281 | 713 | 276 | 417 | 329 | 305 | 244 | 661 | 252 | 396 | 334 | 292 | 230 | 136 | 74^ | 160 | 120 |
| SAT. 5.00P 90 ABC SA | | 99 | 99 | B | 10.8 | 24 | 840 | 1635 | 535 | 217 | 586 | 202 | 331 | 283 | 268 | 213 | 722 | 261 | 435 | 386 | 337 | 243 | 144 | 54 | 183 | 130 |
| 5.00 - 5.30 | | | | A | 13.0 | 29 | 1011 | 1697 | 658 | 295 | 752 | 285 | 426 | 337 | 307 | 265 | 666 | 267 | 394 | 341 | 285 | 224 | 100^ | 58^ | 179 | 135 |
| 5.30 - 6.00 | | | | A | 15.2 | 31 | 1183 | 1605 | 613 | 273 | 704 | 279 | 420 | 313 | 307 | 240 | 641 | 251 | 377 | 331 | 276 | 225 | 139 | 73^ | 121 | 89^ |
| 6.00 - 6.30 | | | | A | 15.0 | 28 | 1167 | 1709 | 621 | 278 | 686 | 262 | 405 | 333 | 302 | 231 | 682 | 243 | 417 | 337 | 314 | 241 | 164 | 89^ | 177 | 133 |
| ABC WIDE WORLD-SPORTS SUN | 2 | 201 | 195 | A | 16.4 | 32 | 1276 | 1760 | 546 | 208 | 605 | 192 | 370 | 331 | 299 | 191 | 829 | 306 | 494 | 423 | 394 | 283 | 133 | 55^ | 193 | 137 |
| 1 SUN. 4.00P 208 ABC SA | | 99 | 96 | B | 16.4 | 32 | 1276 | 1760 | 546 | 208 | 605 | 192 | 370 | 331 | 299 | 191 | 829 | 306 | 494 | 423 | 394 | 283 | 133 | 55 | 193 | 137 |
| 2 SUN. 4.30P 90 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 14.8 | 32 | 1151 | 1937 | 491 | 203^ | 578 | 169^ | 355 | 330 | 267 | 182^ | 951 | 372 | 542 | 441 | 401 | 322 | 180^ | 66^ | 228 | 160^ |
| 4.30 - 5.00 | | | | A | 14.2 | 30 | 1105 | 1641 | 499 | 196 | 574 | 177 | 353 | 337 | 286 | 175 | 768 | 292 | 448 | 391 | 346 | 274 | 134 | 53^ | 165 | 116 |
| 5.00 - 5.30 | | | | A | 16.1 | 33 | 1253 | 1754 | 525 | 215 | 593 | 174 | 367 | 349 | 319 | 180 | 802 | 297 | 484 | 408 | 382 | 283 | 172 | 65^ | 187 | 124 |
| 5.30 - 6.00 | | | | A | 16.6 | 32 | 1291 | 1759 | 548 | 211 | 601 | 185 | 355 | 341 | 321 | 186 | 827 | 285 | 487 | 408 | 419 | 294 | 163 | 78^ | 168 | 110 |
| 6.00 - 6.30 | | | | A | 20.0 | 35 | 1556 | 1798 | 585 | 230 | 642 | 219 | 395 | 313 | 284 | 216 | 887 | 335 | 536 | 475 | 430 | 277 | 79^ | 42^ | 190 | 147^ |
| 6.30 - 7.00 | | | | A | 19.7 | 33 | 1533 | 1770 | 574 | 211 | 621 | 201 | 361 | 287 | 276 | 230 | 843 | 305 | 510 | 460 | 423 | 271 | 73^ | 31v | 233 | 171 |
| 7.00 - 7.30 | | | | A | 15.4 | 25 | 1198 | 1807 | 652 | 205 | 676 | 262 | 444 | 349 | 311 | 190^ | 798 | 303 | 498 | 418 | 358 | 263 | 82^ | 26v | 251 | 191^ |
| ALL NEW POPEYE HOUR 1 | 20 | 189 | 191 | A | 9.3 | 32 | 724 | 1757 | 420 | 179 | 446 | 242 | 337 | 228 | 127^ | 102^ | 262 | 95^ | 166^ | 144^ | 148^ | 77^ | 176 | 43^ | 873 | 441 |
| SAT. 10.30A 30 CBS CA | | 97 | 97 | B | 7.8 | 29 | 607 | 1658 | 345 | 135 | 390 | 214 | 284 | 181 | 140 | 86 | 320 | 181 | 238 | 161 | 111 | 69 | 187 | 93 | 761 | 363 |
| ALL NEW POPEYE HOUR 2 | 20 | 189 | 191 | A | 8.8 | 31 | 685 | 1880 | 346 | 155^ | 401 | 216 | 318 | 222 | 154^ | 83^ | 289 | 109^ | 173^ | 173^ | 145^ | 86^ | 269 | 100^ | 921 | 528 |
| SAT. 11.00A 30 CBS CA | | 97 | 97 | B | 7.4 | 28 | 576 | 1679 | 331 | 148 | 384 | 223 | 285 | 173 | 129 | 79 | 294 | 161 | 225 | 155 | 114 | 59 | 238 | 120 | 763 | 392 |
| AMERICAN BANDSTAND '81 | 12 | 172 | 173 | A | 5.9 | 19 | 459 | 1586 | 571 | 148^ | 577 | 312 | 464 | 295 | 155^ | 110^ | 383 | 217^ | 290 | 224^ | 144^ | 50v | 312 | 196^ | 314 | 195^ |
| SAT. 12.30P 60 ABC PC | | 88 | 87 | B | 5.0 | 17 | 389 | 1555 | 473 | 121 | 516 | 277 | 382 | 240 | 157 | 118 | 395 | 221 | 291 | 194 | 141 | 81 | 273 | 178 | 371 | 236 |
| 12.30 - 1.00 | | | | A | 5.9 | 19 | 459 | 1444 | 553 | 108^ | 553 | 270 | 425 | 288 | 155^ | 128^ | 288 | 197^ | 257^ | 182^ | 83^ | LT | 271 | 155^ | 332 | 192^ |
| 1.00 - 1.30 | | | | A | 5.9 | 19 | 459 | 1706 | 584 | 182^ | 597 | 350 | 501 | 304 | 160^ | 87^ | 472 | 239^ | 322 | 265 | 199^ | 88^ | 342 | 231^ | 295 | 194^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ANDY WILLIAMS GOLF-SAT(S) | | | 168 | A | 5.4 | 12 | 420 | 1240 | 422^ | 159^ | 499^ | 77v | 179^ | 155^ | 285^ | 298^ | 624 | 110v | 219^ | 169^ | 257^ | 357^ | 67v | 30v | 50v | 40v |
| 2 SAT. 5.00P 60 CBS SE | | | 92 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 5.2 | 12 | 405 | 1220 | 388^ | 171^ | 479^ | 91v | 192^ | 149v | 259^ | 267^ | 608 | 114v | 247^ | 168^ | 241^ | 326^ | 69v | 35v | 64v | 47v |
| 5.30 - 6.00 | | | | A | 5.5 | 12 | 428 | 1250 | 456^ | 143^ | 512^ | 62v | 164^ | 158^ | 307^ | 327^ | 640 | 102v | 191^ | 168^ | 271^ | 390^ | 65v | 25v | 33v | 33v |
| ANDY WILLIAMS GOLF-SUN(S) | | | 191 | A | 7.0 | 15 | 545 | 1327 | 582 | 176^ | 590 | 128^ | 254^ | 256^ | 275^ | 301^ | 664 | 146^ | 267^ | 249^ | 288^ | 365^ | 62v | 26v | 11v | LT |
| 2 SUN. 4.00P 155 CBS SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 5.7 | 13 | 443 | 1129 | 382^ | 138^ | 418^ | 122v | 206^ | 187^ | 186^ | 165^ | 651 | 204^ | 292^ | 231^ | 221^ | 341^ | 45v | LT | 15v | 15v |
| 4.30 - 5.00 | | | | A | 5.9 | 13 | 459 | 1196 | 484^ | 164^ | 497^ | 134^ | 264^ | 276^ | 254^ | 186^ | 654 | 157^ | 251^ | 233^ | 255^ | 373^ | 45v | LT | LT | LT |
| 5.00 - 5.30 | | | | A | 6.6 | 14 | 513 | 1271 | 572 | 130^ | 572 | 149^ | 280^ | 288^ | 271^ | 263^ | 653 | 130^ | 243^ | 217^ | 288^ | 381^ | 46v | 13v | LT | LT |
| 5.30 - 6.00 | | | | A | 6.8 | 14 | 529 | 1325 | 616 | 111v | 616 | 133^ | 256^ | 256^ | 267^ | 341^ | 653 | 118^ | 212^ | 200^ | 281^ | 401^ | 56v | 24v | LT | LT |
| 6.00 - 6.30 | | | | A | 9.8 | 19 | 762 | 1483 | 703 | 251^ | 703 | 114^ | 256^ | 261^ | 326 | 410 | 667 | 133^ | 304^ | 295^ | 333 | 336 | 82^ | 57v | 31v | 16v |
| ANIMALS, ANIMALS, ANIMALS | 16 | 139 | 142 | A | 3.3 | 11 | 257 | 1479 | 444^ | 273^ | 444^ | 139^ | 206^ | 155^ | 117v | 188^ | 315^ | 127^ | 144^ | 139^ | 67v | 133^ | 179^ | 74v | 541 | 412^ |
| SUN. 11.30A 30 ABC CL | | 87 | 88 | B | 2.7 | 10 | 210 | 1306 | 431 | 166 | 436 | 162 | 249 | 206 | 181 | 158 | 340 | 142 | 209 | 177 | 127 | 108 | 100 | 58 | 430 | 276 |
| ASK NBC NEWS-8:58AM | 20 | 192 | 199 | A | 3.8 | 20 | 296 | 1527 | 152^ | LT | 156^ | LT | 21v | 21v | 89v | 135^ | 31v | LT | 22v | 22v | 31v | LT | 191^ | 141^ | 1149 | 707 |
| SAT. 8.58A 2 NBC CN | | 98 | 98 | B | 3.9 | 22 | 303 | 1647 | 211 | 52 | 217 | 90 | 138 | 135 | 96 | 54 | 128 | 67 | 95 | 61 | 48 | 29 | 146 | 55 | 1156 | 698 |
| ASK NBC NEWS-10:58AM | 20 | 203 | 203 | A | 6.1 | 21 | 475 | 2114 | 417 | 106^ | 518 | 281 | 351 | 144^ | 91^ | 167^ | 364 | 235^ | 341 | 172^ | 129^ | 23v | 461 | 197^ | 771 | 397 |
| SAT. 10.58A 2 NBC CN | | 98 | 98 | B | 5.6 | 21 | 436 | 1646 | 269 | 112 | 316 | 176 | 232 | 122 | 96 | 72 | 270 | 166 | 215 | 113 | 85 | 50 | 284 | 104 | 776 | 475 |
| ASK NBC NEWS-11:58AM | 20 | 177 | 196 | A | 5.8 | 20 | 451 | 1645 | 376 | 71^ | 421 | 183^ | 232^ | 125^ | 136^ | 159^ | 196^ | 177^ | 177^ | 57v | 19v | 19v | 366 | 173^ | 662 | 327 |
| SAT. 11.58A 2 NBC CN | | 85 | 96 | B | 6.0 | 22 | 467 | 1506 | 249 | 72 | 291 | 142 | 186 | 117 | 95 | 89 | 283 | 155 | 200 | 96 | 101 | 76 | 222 | 86 | 710 | 429 |
| ASK NBC NEWS-9:58AM | 19 | 204 | 207 | A | 5.0 | 19 | 389 | 2180 | 208^ | 72v | 290^ | 139^ | 183^ | 106^ | 79^ | 101^ | 209^ | 129^ | 209^ | 124^ | 80^ | LT | 615 | 221^ | 1066 | 667 |
| SAT. 9.58A 2 NBC CN | | 99 | 99 | B | 5.1 | 21 | 397 | 1671 | 199 | 80 | 221 | 127 | 157 | 107 | 72 | 40 | 135 | 85 | 107 | 69 | 40 | 26 | 224 | 89 | 1091 | 683 |
| BATMAN & SUPER 7 I | 19 | 177 | 196 | A | 5.9 | 21 | 459 | 1850 | 402 | 65v | 457 | 243^ | 313 | 117^ | 118^ | 144^ | 239^ | 172^ | 215^ | 130^ | 67v | 24v | 337 | 200^ | 817 | 390 |
| SAT. 11.00A 30 NBC CA | | 85 | 96 | B | 5.6 | 21 | 436 | 1604 | 250 | 86 | 316 | 184 | 216 | 104 | 77 | 89 | 287 | 180 | 229 | 113 | 88 | 55 | 246 | 102 | 755 | 460 |
| BATMAN & SUPER 7 II | 19 | 177 | 196 | A | 5.8 | 21 | 451 | 1687 | 388 | 62v | 445 | 214^ | 286 | 119^ | 121^ | 159^ | 174^ | 152^ | 158^ | 55v | 22v | 16v | 389 | 168^ | 679 | 350 |
| SAT. 11.30A 30 NBC CA | | 85 | 96 | B | 5.8 | 21 | 451 | 1529 | 257 | 78 | 302 | 152 | 191 | 113 | 91 | 94 | 280 | 165 | 213 | 93 | 92 | 61 | 244 | 98 | 703 | 435 |
| BING CROSBY-PRO-AM-SAT(S) | | 172 | | A | 6.4 | 14 | 498 | 2149 | 824 | 262^ | 829 | 118v | 359^ | 340^ | 428^ | 397^ | 754 | 178^ | 324^ | 284^ | 348^ | 352^ | 259^ | 50v | 307^ | 238^ |
| 1 SAT. 5.00P 90 CBS SE | | 94 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 6.1 | 15 | 475 | 1941 | 729 | 209^ | 729 | 166^ | 306^ | 248^ | 303^ | 359^ | 702 | 215^ | 295^ | 231^ | 268^ | 304^ | 287^ | 98v | 223^ | 141^ |
| 5.30 - 6.00 | | | | A | 6.3 | 14 | 490 | 2386 | 893 | 255^ | 893 | 103v | 418^ | 387^ | 463^ | 403^ | 814 | 213^ | 339^ | 284^ | 331^ | 375^ | 305^ | 55v | 374^ | 298^ |
| 6.00 - 6.30 | | | | A | 6.6 | 13 | 513 | 2172 | 880 | 335^ | 880 | 90v | 361^ | 391^ | 519 | 436^ | 767 | 122^ | 348^ | 335^ | 445^ | 386^ | 193^ | LT | 332^ | 280^ |
| BING CROSBY-PRO-AM-SUN(S) | | 189 | | A | 7.0 | 14 | 545 | 1954 | 614 | 177^ | 750 | 201^ | 320^ | 303^ | 295^ | 393^ | 846 | 180^ | 414^ | 330^ | 441 | 389^ | 161^ | 79v | 197^ | 144^ |
| 1 SUN. 3.58P 122 CBS SE | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 6.1 | 13 | 475 | 2265 | 629 | 163^ | 802 | 279^ | 417^ | 383^ | 272^ | 362^ | 1008 | 213^ | 612 | 473^ | 612 | 353^ | 172^ | 57v | 283^ | 203^ |
| 4.30 - 5.00 | | | | A | 6.7 | 14 | 521 | 2008 | 636 | 164^ | 755 | 205^ | 311^ | 291^ | 271^ | 404^ | 880 | 181^ | 414^ | 311^ | 460 | 416^ | 167^ | 93v | 206^ | 154^ |
| 5.00 - 5.30 | | | | A | 7.1 | 14 | 552 | 1788 | 609 | 185^ | 734 | 182^ | 284^ | 274^ | 306^ | 409^ | 767 | 159^ | 324^ | 261^ | 365^ | 411^ | 132^ | 76v | 155^ | 107v |
| 5.30 - 6.00 | | | | A | 8.1 | 15 | 630 | 1813 | 577 | 210^ | 727 | 152^ | 279^ | 264^ | 328^ | 405 | 769 | 170^ | 352^ | 294^ | 372^ | 379 | 160^ | 86v | 157^ | 121^ |
| BUGS BUNNY/ROAD RUNNER 1 | 20 | 199 | 203 | A | 7.6 | 32 | 591 | 1682 | 264 | 110^ | 264 | 160^ | 219 | 189^ | 89^ | 35v | 397 | 190^ | 306 | 217 | 194^ | 67^ | 140^ | 29v | 881 | 407 |
| SAT. 9.00A 30 CBS CA | | 99 | 99 | B | 7.2 | 33 | 560 | 1626 | 294 | 125 | 335 | 203 | 252 | 176 | 101 | 60 | 272 | 147 | 210 | 151 | 100 | 49 | 192 | 85 | 827 | 390 |
| BUGS BUNNY/ROAD RUNNER 2 | 20 | 199 | 203 | A | 8.8 | 33 | 685 | 1815 | 326 | 159^ | 348 | 225 | 292 | 205 | 103^ | 38v | 428 | 267 | 345 | 195 | 139^ | 52^ | 208 | 68^ | 831 | 415 |
| SAT. 9.30A 30 CBS CA | | 99 | 99 | B | 8.7 | 35 | 677 | 1704 | 323 | 147 | 368 | 213 | 278 | 186 | 128 | 66 | 311 | 184 | 246 | 158 | 101 | 52 | 237 | 106 | 788 | 390 |
| BUGS BUNNY/ROAD RUNNER 3 | 20 | 200 | 203 | A | 9.6 | 34 | 747 | 1736 | 428 | 173 | 460 | 269 | 357 | 254 | 137^ | 73^ | 325 | 160^ | 228 | 179 | 129^ | 71^ | 191 | 46^ | 760 | [illegible] |
| SAT. 10.00A 30 CBS CA | | 99 | 99 | B | 9.1 | 35 | 708 | 1703 | 369 | 157 | 416 | 235 | 307 | 211 | 143 | 79 | 344 | 206 | 271 | 175 | 113 | 58 | 240 | 106 | | |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

1981 REPORT



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPL... ...ES, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SPORTS SPEC. SP. ED.(S) | | | 175 | A | 6.0 | 14 | 467 | 1388 | 439^ | 150^ | 497^ | 205^ | 308^ | 276^ | 181^ | 149^ | 752 | 272^ | 445^ | 421^ | 343^ | 276^ | 113v | 13v | 26v | 26v |
| 2 SUN. 3.17P 43 CBS SE | | | 94 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 6.0 | 14 | 467 | 1366 | 422^ | 148^ | 475^ | 191^ | 295^ | 279^ | 186^ | 132^ | 739 | 255^ | 437^ | 412^ | 342^ | 275^ | 116v | 17v | 36v | 36v |
| CBS SPORTS SPECTACULAR | 19 | 151 | 151 | A | 6.6 | 16 | 513 | 1522 | 347 | 107^ | 389 | 132^ | 222^ | 163^ | 215^ | 141^ | 844 | 328 | 527 | 443 | 327 | 265 | 162^ | 80^ | 127^ | 89^ |
| 1 SAT. 3.30P 90 CBS SA | | 86 | 87 | B | 6.4 | 17 | 498 | 1458 | 439 | 158 | 497 | 148 | 258 | 226 | 239 | 201 | 681 | 214 | 380 | 353 | 335 | 241 | 119 | 52 | 161 | 93 |
| 2 SAT. 4.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 5.9 | 15 | 459 | 1492 | 331^ | 46v | 331^ | 130v | 173^ | 119v | 145^ | 109v | 694 | 262^ | 376^ | 326^ | 217^ | 253^ | 347^ | 169^ | 120v | 46v |
| 4.00 - 4.30 | | | | A | 6.9 | 17 | 537 | 1497 | 349 | 120^ | 397 | 141^ | 242 | 187^ | 221^ | 135^ | 848 | 313 | 535 | 472 | 352 | 268 | 109^ | 56v | 143^ | 103^ |
| 4.30 - 5.00 | | | | A | 6.8 | 16 | 529 | 1527 | 349 | 124^ | 395 | 120^ | 216^ | 151^ | 231 | 157^ | 886 | 360 | 569 | 451 | 347 | 263 | 134^ | 65^ | 112^ | 93^ |
| DAFFY DUCK SHOW | 20 | 203 | 203 | A | 5.8 | 20 | 451 | 2153 | 337 | 91^ | 439 | 234^ | 293 | 140^ | 78^ | 146^ | 321 | 202^ | 306 | 170^ | 119^ | 15v | 496 | 216^ | 897 | 512 |
| SAT. 10.30A 30 NBC CA | | 98 | 98 | B | 5.7 | 22 | 443 | 1671 | 260 | 108 | 311 | 165 | 220 | 125 | 99 | 79 | 249 | 152 | 204 | 117 | 81 | 41 | 289 | 106 | 822 | 509 |
| DEAR ALEX & ANNIE-11.55AM | 16 | 180 | 183 | A | 6.3 | 22 | 490 | 1682 | 319 | 188^ | 356 | 169^ | 196^ | 160^ | 130^ | 89^ | 269 | 122^ | 169^ | 82^ | 68^ | 100^ | 232^ | 85^ | 825 | 514 |
| SAT. 11.55A 4 ABC CN | | 94 | 95 | B | 5.8 | 22 | 451 | 1507 | 250 | 106 | 276 | 127 | 177 | 131 | 113 | 80 | 244 | 115 | 176 | 115 | 96 | 58 | 190 | 83 | 797 | 501 |
| DEAR ALEX & ANNIE-11.26AM | 20 | 120 | 120 | A | 3.6 | 12 | 280 | 1689 | 474 | 214^ | 478 | 207^ | 285^ | 167^ | 250^ | 171^ | 403^ | 189^ | 243^ | 224^ | 138^ | 86v | 222^ | 82v | 586 | 429^ |
| SUN. 11.26A 3 ABC CN | | 82 | 79 | B | 3.6 | 14 | 280 | 1535 | 429 | 105 | 454 | 216 | 322 | 227 | 201 | 100 | 365 | 167 | 259 | 225 | 169 | 80 | 222 | 133 | 494 | 317 |
| DRAK PACK | 19 | 179 | 180 | A | 7.2 | 25 | 560 | 1848 | 299 | 77^ | 372 | 193^ | 265 | 176^ | 114^ | 107^ | 304 | 127^ | 155^ | 144^ | 87^ | 120^ | 309 | 98^ | 863 | 534 |
| SAT. 11.30A 30 CBS CA | | 92 | 92 | B | 6.6 | 25 | 513 | 1716 | 305 | 120 | 379 | 221 | 268 | 167 | 117 | 82 | 288 | 161 | 212 | 151 | 96 | 64 | 243 | 112 | 806 | 434 |
| DRAWING POWER | 14 | 150 | 178 | A | 3.8 | 12 | 296 | 2443 | 413 | 200^ | 413 | 171^ | 291^ | 203^ | 181^ | 122^ | 567 | 342^ | 432 | 232^ | 154^ | 71v | 411 | 42v | 1052 | 498 |
| SAT. 12.30P 30 NBC CL | | 78 | 93 | B | 3.9 | 13 | 303 | 1679 | 300 | 111 | 334 | 164 | 238 | 168 | 130 | 86 | 393 | 191 | 297 | 196 | 155 | 71 | 209 | 83 | 743 | 381 |
| FACE THE NATION | 20 | 183 | 176 | A | 4.4 | 16 | 342 | 1567 | 640 | 123^ | 742 | 239^ | 362 | 243^ | 287^ | 327^ | 624 | 138^ | 260^ | 339^ | 330^ | 273^ | 111^ | 62v | 90^ | 59v |
| SUN. 11.30A 30 CBS CC | | 97 | 96 | B | 3.9 | 14 | 303 | 1356 | 524 | 118 | 594 | 148 | 230 | 201 | 229 | 319 | 634 | 121 | 267 | 327 | 354 | 277 | 53 | 21 | 75 | 43 |
| FLINTSTONE'S COMEDY SHW 1 | 11 | 204 | 207 | A | 4.3 | 19 | 335 | 2039 | 240^ | 48v | 284^ | 122^ | 159^ | 114^ | 72v | 125^ | 157^ | 73v | 157^ | 104^ | 84v | LT | 412 | 139^ | 1186 | 729 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 4.5 | 21 | 350 | 1645 | 199 | 61 | 225 | 113 | 162 | 139 | 89 | 44 | 124 | 56 | 84 | 66 | 53 | 35 | 249 | 93 | 1047 | 613 |
| FLINTSTONE'S COMEDY SHW 2 | 11 | 204 | 207 | A | 5.2 | 20 | 405 | 2311 | 225^ | 74v | 317 | 160^ | 208^ | 120^ | 83^ | 104^ | 197^ | 111^ | 197^ | 118^ | 86^ | LT | 617 | 178^ | 1180 | 748 |
| SAT. 9.30A 30 NBC CA | | 99 | 99 | B | 5.1 | 21 | 397 | 1737 | 194 | 63 | 236 | 134 | 170 | 110 | 80 | 48 | 152 | 85 | 111 | 75 | 54 | 36 | 260 | 82 | 1089 | 682 |
| FLINTSTONE'S COMEDY SHW 3 | 11 | 204 | 207 | A | 5.3 | 19 | 412 | 2328 | 263^ | 139^ | 382 | 191^ | 277^ | 147^ | 100^ | 105^ | 217^ | 112^ | 205^ | 140^ | 105^ | 12v | 666 | 308 | 1063 | 710 |
| SAT. 10.00A 30 NBC CA | | 99 | 99 | B | 5.3 | 20 | 412 | 1673 | 187 | 82 | 230 | 132 | 177 | 108 | 73 | 45 | 220 | 114 | 173 | 105 | 87 | 44 | 277 | 113 | 946 | 598 |
| FONZ/HAPPY DAYS GANG | 13 | 193 | 193 | A | 7.1 | 30 | 552 | 1451 | 179^ | 73^ | 193^ | 116^ | 147^ | 118^ | 51v | 33v | 70^ | 36v | 62^ | 49v | 26v | LT | 134^ | 12v | 1054 | 681 |
| SAT. 9.00A 30 ABC CA | | 99 | 99 | B | 6.4 | 30 | 498 | 1638 | 206 | 67 | 216 | 116 | 144 | 108 | 82 | 54 | 137 | 63 | 101 | 80 | 59 | 31 | 160 | 73 | 1125 | 732 |
| GODZILLA/HONG KONG 1 | 11 | 192 | 199 | A | 3.0 | 22 | 233 | 1253 | 137^ | 26v | 137^ | LT | LT | LT | 107v | 137^ | 94v | LT | 47v | 47v | 94v | 47v | 26v | LT | 996 | 644 |
| SAT. 8.00A 30 NBC CA | | 98 | 98 | B | 2.6 | 21 | 202 | 1458 | 133 | 26 | 141 | 58 | 74 | 69 | 67 | 49 | 113 | 64 | 93 | 66 | 48 | LT | 112 | 27 | 1092 | 653 |
| GODZILLA/HONG KONG 2 | 11 | 192 | 199 | A | 3.9 | 22 | 303 | 1419 | 139^ | LT | 139^ | LT | LT | LT | 102^ | 126^ | 32v | LT | LT | LT | 32v | 20v | 96v | 66v | 1152 | 700 |
| SAT. 8.30A 30 NBC CA | | 98 | 98 | B | 3.7 | 22 | 288 | 1671 | 214 | 57 | 224 | 100 | 140 | 140 | 100 | 56 | 111 | 63 | 83 | 63 | 33 | 23 | 163 | 56 | 1173 | 681 |
| GREATEST SUPERFRIENDS-1 | 14 | 177 | 177 | A | 4.0 | 30 | 311 | 1592 | 161^ | 39v | 199^ | 99^ | 137^ | 38v | 51v | 62v | 220^ | 68v | 164^ | 121^ | 96v | 56v | 112^ | LT | 1061 | 585 |
| SAT. 8.00A 30 ABC CA | | 90 | 90 | B | 3.5 | 23 | 272 | 1684 | 261 | 108 | 283 | 182 | 206 | 139 | 76 | 55 | 216 | 86 | 164 | 138 | 93 | 47 | 155 | 39 | 1030 | 587 |
| GREATEST SUPERFRIENDS-2 | 14 | 177 | 177 | A | 5.2 | 29 | 405 | 1474 | 158^ | 67v | 193^ | 76^ | 123^ | 57v | 70v | 70v | 172^ | 59v | 121^ | 87^ | 62v | 51v | 104^ | 20v | 1005 | 608 |
| SAT. 8.30A 30 ABC CA | | 90 | 90 | B | 5.0 | 25 | 389 | 1622 | 223 | 78 | 243 | 135 | 164 | 118 | 86 | 58 | 160 | 76 | 134 | 109 | 65 | 22 | 173 | 75 | 1046 | 611 |
| HEATHCLIFF & DINGBAT | 18 | 190 | 193 | A | 7.0 | 25 | 545 | 1653 | 269 | 120^ | 306 | 203^ | 213^ | 151^ | 95^ | 51v | 215^ | 97^ | 160^ | 111^ | 80^ | 55v | 227 | 65^ | 905 | 514 |
| SAT. 11.00A 30 ABC CA | | 97 | 98 | B | 6.9 | 27 | 537 | 1623 | 243 | 97 | 270 | 148 | 197 | 146 | 99 | 51 | 234 | 139 | 190 | 120 | 77 | 36 | 237 | 104 | 882 | 530 |
| HOURS OF DAYTONA(S) | | 186 | | A | 7.3 | 16 | 568 | 1912 | 587 | 100v | 661 | 263^ | 405^ | 316^ | 224^ | 233^ | 818 | 256^ | 472 | 409^ | 400^ | 300^ | 244^ | 43v | 189^ | 114^ |
| 1 SUN. 3.43P 15 CBS SE | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS- 8.26AM | | | | | | | 20 | 188 | 190 | A | 3.5 | 22 | 272 | 1412 | 269^ | 88v | 269^ | 191^ | 253^ | 143^ | 78v | LT | 264^ | 161^ | 209^ | 122^ | 91v | 55v | 140^ | 44v | 739 | 368^ |
| | | SAT. | 8.26A | 3 | CBS | CN | | 99 | 99 | B | 3.5 | 24 | 272 | 1405 | 219 | 85 | 237 | 125 | 174 | 128 | 77 | 45 | 217 | 78 | 147 | 115 | 100 | 62 | 111 | 47 | 840 | 411 |
| IN THE NEWS- 8.56AM | | | | | | | 20 | 187 | 188 | A | 5.4 | 28 | 420 | 1664 | 183^ | 60v | 183^ | 95^ | 149^ | 148^ | 88^ | 12v | 349 | 133^ | 289 | 208^ | 198^ | 60v | 162^ | 79^ | 970 | 430 |
| | | SAT. | 8.56A | 3 | CBS | CN | | 98 | 98 | B | 5.6 | 30 | 436 | 1508 | 252 | 113 | 288 | 145 | 210 | 163 | 112 | 51 | 208 | 95 | 156 | 128 | 89 | 43 | 151 | 68 | 861 | 443 |
| IN THE NEWS- 9.26AM | | | | | | | 20 | 199 | 203 | A | 8.2 | 33 | 638 | 1649 | 268 | 121^ | 270 | 158^ | 222 | 198 | 96^ | 38v | 396 | 201 | 305 | 200 | 181^ | 66^ | 161^ | 32v | 822 | 395 |
| | | SAT. | 9.26A | 3 | CBS | CN | | 99 | 99 | B | 7.8 | 34 | 607 | 1640 | 301 | 123 | 344 | 203 | 254 | 175 | 105 | 67 | 287 | 161 | 223 | 150 | 101 | 53 | 206 | 94 | 803 | 380 |
| IN THE NEWS- 9.59AM | | | | | | | 20 | 199 | 203 | A | 9.3 | 34 | 724 | 1866 | 396 | 172 | 431 | 252 | 341 | 244 | 132^ | 66^ | 426 | 254 | 323 | 187 | 136^ | 69^ | 211 | 55^ | 798 | 371 |
| | | SAT. | 9.59A | 3 | CBS | CN | | 99 | 99 | B | 9.2 | 36 | 716 | 1738 | 357 | 158 | 405 | 235 | 306 | 205 | 137 | 71 | 342 | 205 | 271 | 174 | 111 | 55 | 242 | 110 | 749 | 368 |
| IN THE NEWS-11.56AM | | | | | | | 19 | 179 | 180 | A | 6.9 | 24 | 537 | 1909 | 317 | 67^ | 395 | 204^ | 275 | 178^ | 113^ | 120^ | 300 | 132^ | 159^ | 148^ | 82^ | 111^ | 340 | 119^ | 874 | 555 |
| | | SAT. | 11.56A | 3 | CBS | CN | | 92 | 92 | B | 6.5 | 24 | 506 | 1675 | 307 | 115 | 381 | 220 | 267 | 168 | 119 | 82 | 290 | 162 | 216 | 156 | 98 | 59 | 241 | 109 | 763 | 418 |
| IN THE NEWS-12.26PM | | | | | | | 18 | 185 | 186 | A | 7.7 | 25 | 599 | 1626 | 340 | 83^ | 376 | 186^ | 265 | 193^ | 136^ | 111^ | 242 | 81^ | 128^ | 107^ | 109^ | 104^ | 283 | 93^ | 725 | 424 |
| | | SAT. | 12.26P | 3 | CBS | CN | | 98 | 98 | B | 7.2 | 25 | 560 | 1524 | 328 | 124 | 378 | 184 | 247 | 180 | 148 | 101 | 274 | 119 | 189 | 145 | 122 | 73 | 240 | 118 | 632 | 368 |
| IN THE NEWS-12.56PM | | | | | | | 18 | 170 | 169 | A | 7.7 | 25 | 599 | 1539 | 333 | 87^ | 383 | 157^ | 238 | 171^ | 181^ | 145^ | 302 | 114^ | 182^ | 135^ | 90^ | 120^ | 265 | 81^ | 589 | 312 |
| | | SAT. | 12.56P | 3 | CBS | CN | | 90 | 89 | B | 7.3 | 25 | 568 | 1546 | 304 | 108 | 351 | 164 | 226 | 168 | 150 | 101 | 280 | 133 | 194 | 139 | 110 | 80 | 266 | 132 | 649 | 377 |
| IN THE NEWS- 1.26PM | | | | | | | 18 | 170 | 169 | A | 7.8 | 25 | 607 | 1521 | 350 | 107^ | 412 | 193^ | 273 | 220 | 140^ | 139^ | 296 | 181^ | 255 | 187^ | 84^ | 41v | 194^ | 48v | 619 | 384 |
| | | SAT. | 1.26P | 3 | CBS | CN | | 90 | 89 | B | 7.1 | 23 | 552 | 1561 | 371 | 126 | 437 | 201 | 290 | 206 | 167 | 134 | 325 | 156 | 227 | 154 | 135 | 91 | 208 | 105 | 591 | 352 |
| IN THE NEWS- 8.26AM-SUN. | | | | | | | 19 | 41 | 42 | A | .7 | 7 | 54 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| | | SUN. | 8.26A | 3 | CBS | CN | | 33 | 31 | B | .8 | 9 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS- 8.56AM-SUN. | | | | | | | 18 | | 42 | A | 1.3 | 9 | 101 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| | 2 | SUN. | 8.56A | 3 | CBS | CN | | | 33 | B | 1.0 | 7 | 78 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS-10.56AM | | | | | | | 20 | 189 | 191 | A | 9.0 | 31 | 700 | 1770 | 410 | 176 | 441 | 241 | 339 | 235 | 128^ | 94^ | 281 | 110^ | 186 | 151^ | 150^ | 79^ | 172^ | 39v | 876 | 430 |
| | | SAT. | 10.56A | 3 | CBS | CN | | 97 | 97 | B | 7.5 | 28 | 584 | 1629 | 337 | 130 | 382 | 209 | 277 | 177 | 142 | 82 | 296 | 165 | 222 | 161 | 109 | 63 | 187 | 93 | 764 | 368 |
| IN THE NEWS-11.26AM | | | | | | | 20 | 189 | 191 | A | 8.1 | 29 | 630 | 1854 | 357 | 148^ | 419 | 213 | 332 | 232 | 169^ | 87^ | 298 | 115^ | 176^ | 182^ | 144^ | 85^ | 277 | 121^ | 860 | 511 |
| | | SAT. | 11.26A | 3 | CBS | CN | | 97 | 97 | B | 7.0 | 26 | 545 | 1677 | 335 | 146 | 389 | 224 | 285 | 174 | 129 | 81 | 294 | 160 | 225 | 152 | 114 | 59 | 240 | 125 | 754 | 400 |
| INT'L CHAMPIONSHIP BOXING | | | | | | | 3 | 180 | 184 | A | 9.9 | 22 | 770 | 1468 | 392 | 138^ | 495 | 198 | 328 | 220 | 216 | 137^ | 736 | 251 | 395 | 395 | 347 | 280 | 126^ | 56^ | 111^ | 79^ |
| | 1 | SUN. | 3.00P | 60 | ABC | SE | | 91 | 91 | B | 10.2 | 23 | 794 | 1553 | 426 | 144 | 506 | 168 | 303 | 219 | 248 | 172 | 802 | 283 | 458 | 454 | 377 | 278 | 131 | 47 | 114 | 86 |
| | 2 | SUN. | 3.15P | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 3.00 - 3.30 | | | | | | | A | 10.9 | 24 | 848 | 1630 | 498 | 152^ | 686 | 327 | 521 | 273^ | 240^ | 165^ | 668 | 182^ | 332 | 370 | 377 | 269^ | 120^ | 74^ | 156^ | 99^ |
| | | | 3.30 - 4.00 | | | | | | | A | 9.9 | 22 | 770 | 1562 | 413 | 159 | 515 | 190 | 337 | 254 | 249 | 136^ | 783 | 250 | 398 | 424 | 378 | 300 | 118^ | 54^ | 146^ | 107^ |
| | | | 4.00 - 4.30 | | | | | | | A | 9.4 | 22 | 731 | 1213 | 278^ | 102^ | 324 | 122^ | 182^ | 131^ | 148^ | 103^ | 716 | 319^ | 449 | 365 | 273^ | 256^ | 146^ | 45v | 27v | 27v |
| ISSUES AND ANSWERS | | | | | | | 17 | 174 | 180 | A | 4.5 | 14 | 350 | 1457 | 585 | 203^ | 685 | 188^ | 299^ | 188^ | 249^ | 375 | 655 | 206^ | 266^ | 237^ | 229^ | 346 | 83v | 72v | 34v | 34v |
| | | SUN. | 12.00N | 30 | ABC | CC | | 97 | 95 | B | 3.7 | 13 | 288 | 1313 | 536 | 147 | 576 | 121 | 232 | 206 | 259 | 312 | 569 | 150 | 248 | 273 | 295 | 250 | 56 | 25 | 112 | 78 |
| JASON OF STAR COMMAND | | | | | | | 18 | | 42 | A | 1.0 | 8 | 78 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| | 2 | SUN. | 8.30A | 30 | CBS | CL | | | 33 | B | .9 | 7 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| JONNY QUEST | | | | | | | 18 | 165 | 166 | A | 5.1 | 17 | 397 | 1909 | 295^ | 176^ | 385 | 236^ | 299^ | 116^ | 121^ | 86^ | 367 | 260^ | 315 | 140^ | 69v | 38v | 247^ | 81^ | 910 | 486 |
| | | SAT. | 12.00N | 30 | NBC | CA | | 87 | 87 | B | 5.2 | 18 | 405 | 1673 | 259 | 123 | 320 | 181 | 216 | 115 | 90 | 84 | 316 | 167 | 244 | 141 | 114 | 60 | 221 | 104 | 816 | 451 |
| KIDS ARE PEOPLE TOO I | | | | | | | 20 | 120 | 120 | A | 3.4 | 12 | 265 | 1630 | 344^ | 147^ | 344^ | 166^ | 189^ | 72v | 95v | 155^ | 328^ | 223^ | 249^ | 173^ | 64v | 41v | 82v | 82v | 876 | 521 |
| | | SUN. | 10.30A | 30 | ABC | CL | | 82 | 79 | B | 3.1 | 13 | 241 | 1561 | 384 | 96 | 398 | 195 | 274 | 190 | 166 | 106 | 349 | 169 | 255 | 228 | 151 | 72 | 203 | 111 | 611 | 388 |
| KIDS ARE PEOPLE TOO II | | | | | | | 19 | 120 | 120 | A | 3.6 | 13 | 280 | 1764 | 435 | 193^ | 439 | 199^ | 265^ | 136^ | 216^ | 157^ | 418^ | 199^ | 264^ | 234^ | 147^ | 87v | 225^ | 71v | 682 | 444 |
| | | SUN. | 11.00A | 30 | ABC | CL | | 82 | 79 | B | 3.6 | 14 | 280 | 1557 | 412 | 98 | 442 | 202 | 293 | 202 | 186 | 126 | 383 | 179 | 272 | 238 | 176 | 84 | 222 | 122 | 510 | 322 |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | 20 | 184 | 178 | A | 5.1 | 16 | 397 | 1433 | 636 | 93^ | 641 | 125^ | 176^ | 152^ | 228^ | 436 | 645 | 103^ | 160^ | 180^ | 269^ | 399 | 112^ | 52v | 35v | 35v |
| SUN. 12.30P 30 NBC CC | | 97 | 96 | B | 4.2 | 15 | 327 | 1406 | 544 | 138 | 588 | 112 | 188 | 180 | 231 | 342 | 686 | 162 | 256 | 286 | 306 | 330 | 48 | 23 | 84 | 59 |
| MIGHTY MOUSE-HECKL-JECKL | 20 | 187 | 190 | A | 3.0 | 21 | 233 | 1365 | 218^ | 77v | 218^ | 172^ | 202^ | 100v | 46v | LT | 241^ | 130v | 176^ | 102v | 98v | 65v | 133^ | 43v | 773 | 395^ |
| SAT. 8.00A 30 CBS CA | | 99 | 99 | B | 3.0 | 23 | 233 | 1399 | 231 | 96 | 250 | 130 | 179 | 135 | 83 | 49 | 202 | 67 | 142 | 119 | 102 | 53 | 116 | 37 | 831 | 430 |
| NBA ALLSTAR GAME(S) | | 183 | | A | 9.2 | 23 | 716 | 1684 | 478 | 190^ | 492 | 143^ | 315^ | 241^ | 258^ | 158^ | 845 | 352 | 549 | 424 | 365 | 256^ | 189^ | 44v | 158^ | 117^ |
| 1 SUN. 1.00P 163 CBS SE | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 8.7 | 24 | 677 | 1830 | 553 | 274^ | 553 | 159^ | 353 | 282^ | 324^ | 176^ | 851 | 397 | 595 | 448 | 388 | 220^ | 205^ | 81v | 221^ | 162^ |
| 1.30 - 2.00 | | | | A | 9.9 | 26 | 770 | 1614 | 531 | 262^ | 531 | 166^ | 347 | 268^ | 282^ | 166^ | 772 | 371 | 533 | 428 | 346 | 183^ | 136^ | 33v | 175^ | 125^ |
| 2.00 - 2.30 | | | | A | 9.1 | 23 | 708 | 1439 | 416 | 160^ | 416 | 116^ | 239^ | 171^ | 226^ | 159^ | 810 | 337 | 502 | 376 | 367 | 263^ | 127^ | 28v | 86^ | 76v |
| 2.30 - 3.00 | | | | A | 9.0 | 22 | 700 | 1679 | 420 | 159^ | 448 | 141^ | 277^ | 185^ | 228^ | 159^ | 855 | 297^ | 519 | 421 | 390 | 291^ | 182^ | 39v | 194^ | 139^ |
| 3.00 - 3.30 | | | | A | 9.0 | 21 | 700 | 1826 | 429 | 104^ | 464 | 122^ | 325^ | 260^ | 216^ | 126^ | 940 | 363 | 613 | 460 | 358 | 307^ | 289^ | 50v | 133^ | 111^ |
| NBA ON CBS | 3 | | 173 | A | 6.7 | 18 | 521 | 1532 | 382^ | 167^ | 407^ | 144^ | 228^ | 211^ | 197^ | 158^ | 830 | 378^ | 539 | 452^ | 328^ | 272^ | 220^ | 13v | 75v | 16v |
| 2 SUN. 1.00P 137 CBS SE | | | 93 | B | 7.0 | 19 | 545 | 1637 | 394 | 200 | 429 | 154 | 249 | 245 | 212 | 138 | 898 | 376 | 577 | 537 | 398 | 258 | 212 | 76 | 98 | 67 |
| 1.00 - 1.30 | | | | A | 6.1 | 18 | 475 | 1579 | 322^ | 76v | 322^ | 90v | 128^ | 120v | 192^ | 163^ | 920 | 474^ | 657 | 523 | 322^ | 263^ | 236^ | 34v | 101v | 31v |
| 1.30 - 2.00 | | | | A | 7.1 | 19 | 552 | 1636 | 414^ | 176^ | 426^ | 162^ | 221^ | 184^ | 197^ | 184^ | 785 | 418^ | 574 | 467 | 265^ | 211^ | 321^ | 28v | 104v | 14v |
| 2.00 - 2.30 | | | | A | 6.6 | 17 | 513 | 1505 | 372^ | 218^ | 407^ | 142^ | 271^ | 259^ | 229^ | 125^ | 794 | 311^ | 471 | 405^ | 328^ | 289^ | 202^ | LT | 102v | LT |
| 2.30 - 3.00 | | | | A | 6.6 | 16 | 513 | 1343 | 367^ | 190^ | 398^ | 136^ | 248^ | 240^ | 185^ | 133^ | 792 | 314^ | 470 | 393^ | 355^ | 299^ | 153^ | LT | LT | LT |
| NCAA BASKETBALL GAME-SAT. | 5 | 183 | 181 | A | 4.8 | 12 | 373 | 1820 | 497 | 196^ | 572 | 180^ | 324 | 258^ | 286^ | 219^ | 708 | 280^ | 413 | 351 | 332 | 249^ | 271^ | 144^ | 269^ | 183^ |
| 1 SAT. 4.15P 90 NBC SE | | 93 | 93 | B | 5.0 | 13 | 389 | 1616 | 444 | 130 | 507 | 187 | 295 | 260 | 244 | 168 | 740 | 285 | 437 | 372 | 362 | 247 | 172 | 106 | 197 | 127 |
| 2 SAT. 3.30P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 4.2 | 12 | 327 | 1665 | 484^ | 282^ | 524^ | 232^ | 345^ | 276^ | 230^ | 135v | 691^ | 293^ | 403^ | 371^ | 330^ | 226^ | 164v | 100v | 306^ | 163v |
| 4.00 - 4.30 | | | | A | 4.0 | 10 | 311 | 1887 | 496^ | 306^ | 589^ | 255^ | 402^ | 304^ | 243^ | 151v | 708^ | 311^ | 479^ | 411^ | 314^ | 197^ | 272^ | 212^ | 318^ | 226^ |
| 4.30 - 5.00 | | | | A | 4.4 | 11 | 342 | 1746 | 456 | 187^ | 546 | 172^ | 321^ | 239^ | 287^ | 204^ | 644 | 225^ | 368 | 288^ | 358 | 232^ | 319^ | 158^ | 237^ | 207^ |
| 5.00 - 5.30 | | | | A | 5.5 | 13 | 428 | 1925 | 557 | 185^ | 626 | 149^ | 328 | 281^ | 342 | 273^ | 750 | 288 | 435 | 368 | 335 | 273^ | 243^ | 133^ | 306 | 192^ |
| NCAA BASKETBALL-NAT'L | 4 | 190 | | A | 6.7 | 20 | 521 | 1806 | 492 | 121^ | 495 | 197^ | 298^ | 214^ | 218^ | 175^ | 774 | 370^ | 455 | 305^ | 276^ | 283^ | 232^ | 53v | 305^ | 196^ |
| 1 SAT. 1.30P 150 NBC SE | | 96 | | B | 5.9 | 18 | 459 | 1490 | 326 | 99 | 335 | 118 | 180 | 158 | 149 | 125 | 760 | 309 | 465 | 371 | 331 | 256 | 212 | 51 | 183 | 128 |
| 1.30 - 2.00 | | | | A | 4.8 | 16 | 373 | 1895 | 559^ | 206^ | 580^ | 222^ | 389^ | 256^ | 278^ | 191^ | 692 | 351^ | 389^ | 146v | 153v | 303^ | 288^ | 78v | 335^ | 248^ |
| 2.00 - 2.30 | | | | A | 5.6 | 19 | 436 | 1697 | 470^ | 161^ | 470^ | 214^ | 316^ | 228^ | 199^ | 137v | 685 | 366^ | 422^ | 209^ | 212^ | 263^ | 259^ | 41v | 283^ | 205^ |
| 2.30 - 3.00 | | | | A | 6.3 | 20 | 490 | 1710 | 450^ | 148^ | 450^ | 157^ | 260^ | 190^ | 224^ | 164^ | 766 | 363^ | 436^ | 261^ | 289^ | 291^ | 231^ | 50v | 263^ | 184^ |
| 3.00 - 3.30 | | | | A | 8.5 | 24 | 661 | 1732 | 461 | 83v | 461 | 147^ | 246^ | 186^ | 231^ | 192^ | 798 | 336^ | 442 | 348^ | 345^ | 306^ | 196^ | 35v | 277^ | 169^ |
| 3.30 - 4.00 | | | | A | 8.3 | 22 | 646 | 1985 | 524 | 65v | 524 | 240^ | 308^ | 222^ | 183^ | 187^ | 873 | 427 | 548 | 462 | 319^ | 256^ | 221^ | 70v | 367 | 198^ |
| NCAA BASKETBALL GAME-SUN. | 4 | 195 | 196 | A | 7.8 | 18 | 607 | 1428 | 420 | 210 | 466 | 140^ | 249 | 268 | 249 | 156^ | 734 | 234 | 406 | 406 | 390 | 264 | 107^ | 50^ | 121^ | 102^ |
| 1 SUN. 2.30P 120 NBC SE | | 97 | 97 | B | 8.4 | 20 | 654 | 1472 | 410 | 180 | 450 | 153 | 235 | 241 | 213 | 165 | 764 | 243 | 416 | 446 | 409 | 255 | 113 | 39 | 145 | 123 |
| 2 SUN. 2.00P 123 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 7.8 | 20 | 607 | 1222 | 520 | 239^ | 596 | 250^ | 290^ | 268^ | 221^ | 253^ | 556 | 69v | 168^ | 245^ | 336^ | 311^ | LT | LT | 70v | 70v |
| 2.30 - 3.00 | | | | A | 7.1 | 17 | 552 | 1442 | 411 | 202^ | 516 | 195^ | 254 | 238 | 200^ | 212^ | 707 | 200^ | 340 | 374 | 380 | 284 | 80^ | 48v | 139^ | 115^ |
| 3.00 - 3.30 | | | | A | 7.3 | 17 | 568 | 1387 | 375 | 188^ | 408 | 96^ | 190^ | 239 | 238 | 136^ | 807 | 287 | 448 | 412 | 389 | 299 | 75^ | 53v | 97^ | 87^ |
| 3.30 - 4.00 | | | | A | 8.6 | 20 | 669 | 1483 | 363 | 217 | 379 | 90^ | 227 | 251 | 243 | 99^ | 816 | 292 | 497 | 464 | 407 | 261 | 170^ | 75^ | 118^ | 109^ |
| 4.00 - 4.30 | | | | A | 8.2 | 18 | 638 | 1602 | 522 | 232^ | 522 | 110^ | 339^ | 400 | 394 | 122^ | 702 | 257^ | 499 | 483 | 445 | 159^ | 175^ | 36v | 203^ | 136^ |
| NEW FAT ALBERT SHOW | 18 | 185 | 186 | A | 7.5 | 25 | 584 | 1723 | 342 | 84^ | 388 | 188^ | 272 | 191^ | 136^ | 116^ | 324 | 117^ | 200^ | 150^ | 138^ | 114^ | 257 | 71^ | 754 | 470 |
| SAT. 12.00N 30 CBS CA | | 98 | 98 | B | 7.3 | 26 | 568 | 1604 | 339 | 129 | 391 | 205 | 264 | 183 | 139 | 93 | 260 | 125 | 191 | 141 | 106 | 60 | 272 | 126 | 681 | 401 |
| PLASTICMAN/BABY PLAS SHOW | 18 | 180 | 183 | A | 6.6 | 24 | 513 | 1809 | 323 | 184^ | 353 | 183^ | 208^ | 167^ | 112^ | 83^ | 277 | 125^ | 176^ | 98^ | 79^ | 101^ | 239 | 87^ | 940 | 568 |
| SAT. 11.30A 30 ABC CA | | 94 | 95 | B | 6.2 | 25 | 482 | 1558 | 245 | 105 | 271 | 131 | 182 | 142 | 110 | 67 | 240 | 117 | 181 | 122 | 95 | 51 | 186 | 85 | 861 | 532 |
| PRO BOWLERS TOUR | 4 | 188 | 187 | A | 9.6 | 24 | 747 | 1625 | 645 | 234 | 691 | 227 | 348 | 341 | 280 | 296 | 673 | 245 | 382 | 331 | 272 | 246 | 96^ | 46^ | 165 | 138^ |
| SAT. 3.30P 90 ABC SE | | 93 | 93 | B | 9.5 | 24 | 739 | 1628 | 647 | 218 | 687 | 220 | 363 | 348 | 296 | 267 | 678 | 217 | 367 | 342 | 301 | 256 | 114 | 49 | 149 | 113 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRO BOWLERS TOUR-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 8.4 | 22 | 654 | 1598 | 593 | 209 | 626 | 195 | 297 | 297 | 249 | 286 | 733 | 297 | 438 | 353 | 270 | 246 | 97^ | 39v | 142^ | 129^ |
| 4.00 - 4.30 | | | | A | 9.8 | 24 | 762 | 1639 | 665 | 222 | 697 | 210 | 345 | 356 | 285 | 311 | 660 | 229 | 362 | 321 | 269 | 259 | 112^ | 46^ | 170 | 136^ |
| 4.30 - 5.00 | | | | A | 10.6 | 25 | 825 | 1641 | 663 | 261 | 734 | 266 | 394 | 363 | 299 | 284 | 646 | 221 | 367 | 326 | 279 | 238 | 84^ | 51^ | 177 | 149 |
| RICHIE RICH | 13 | 195 | 195 | A | 8.6 | 32 | 669 | 1549 | 222 | 86^ | 231 | 113^ | 156^ | 136^ | 99^ | 61^ | 68^ | 27v | 51^ | 51^ | 24v | 17v | 182 | 61^ | 1068 | 669 |
| SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 7.5 | 29 | 584 | 1697 | 243 | 84 | 268 | 146 | 183 | 136 | 81 | 68 | 162 | 72 | 123 | 102 | 78 | 33 | 170 | 84 | 1097 | 702 |
| SCHOOLHOUSE ROCK-8.26AM | 14 | 177 | 177 | A | 4.7 | 32 | 366 | 1642 | 164^ | 36v | 216^ | 96^ | 147^ | 51v | 70v | 69v | 223^ | 67v | 153^ | 110^ | 86^ | 70v | 98^ | LT | 1105 | 612 |
| SAT. 8.26A 3 ABC CN | | 90 | 90 | B | 4.3 | 27 | 335 | 1649 | 246 | 98 | 269 | 172 | 195 | 137 | 74 | 56 | 180 | 74 | 144 | 122 | 78 | 33 | 147 | 40 | 1053 | 605 |
| SCHOOLHOUSE ROCK-10.26AM | 18 | 195 | 195 | A | 8.6 | 30 | 669 | 1640 | 178^ | 57^ | 195 | 110^ | 141^ | 95^ | 67^ | 41v | 132^ | 70^ | 106^ | 62^ | 36v | 26v | 206 | 73^ | 1107 | 639 |
| SAT. 10.26A 3 ABC CN | | 99 | 99 | B | 7.6 | 28 | 591 | 1617 | 225 | 79 | 256 | 138 | 184 | 126 | 90 | 59 | 189 | 102 | 155 | 112 | 74 | 27 | 207 | 112 | 965 | 598 |
| SCHOOLHOUSE ROCK-10.56AM | 13 | 194 | 195 | A | 8.1 | 28 | 630 | 1578 | 247 | 73^ | 268 | 159^ | 186^ | 123^ | 84^ | 55^ | 183^ | 99^ | 125^ | 65^ | 46v | 58^ | 206 | 83^ | 921 | 544 |
| SAT. 10.56A 3 ABC CN | | 98 | 98 | B | 7.6 | 28 | 591 | 1658 | 246 | 91 | 265 | 152 | 195 | 149 | 90 | 52 | 255 | 154 | 209 | 126 | 87 | 41 | 256 | 122 | 882 | 545 |
| SCHOOLHOUSE ROCK-11.55AM | 17 | 139 | 142 | A | 3.8 | 13 | 296 | 1615 | 560 | 243^ | 560 | 127^ | 179^ | 132^ | 92v | 341^ | 429 | 148^ | 173^ | 166^ | 65v | 216^ | 119^ | 54v | 507 | 348^ |
| SUN. 11.55A 4 ABC CN | | 87 | 88 | B | 3.0 | 11 | 233 | 1442 | 504 | 186 | 530 | 178 | 251 | 206 | 179 | 253 | 402 | 167 | 241 | 206 | 122 | 138 | 89 | 52 | 421 | 259 |
| SCOOBY & SCRAPPY DOO | 13 | 195 | 195 | A | 9.6 | 34 | 747 | 1649 | 189 | 56^ | 195 | 108^ | 137^ | 100^ | 65^ | 45^ | 118^ | 54^ | 90^ | 59^ | 36v | 28v | 228 | 76^ | 1108 | 656 |
| SAT. 10.00A 30 ABC CA | | 99 | 99 | B | 8.4 | 30 | 654 | 1659 | 229 | 78 | 258 | 149 | 182 | 129 | 73 | 61 | 189 | 99 | 151 | 110 | 77 | 33 | 204 | 107 | 1008 | 628 |
| SPORTSWORLD | 4 | 175 | 172 | A | 7.0 | 17 | 545 | 1883 | 659 | 318 | 706 | 237 | 384 | 363 | 309 | 258 | 867 | 274 | 503 | 495 | 391 | 277 | 115^ | 72^ | 195^ | 163^ |
| 1 SUN. 1.00P 90 NBC SE | | 91 | 88 | B | 7.8 | 19 | 607 | 1761 | 593 | 243 | 625 | 224 | 345 | 320 | 278 | 222 | 836 | 276 | 486 | 484 | 390 | 264 | 131 | 69 | 169 | 135 |
| 2 SUN. 4.03P 117 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 5.7 | 16 | 443 | 2079 | 804 | 332^ | 842 | 202^ | 366^ | 372^ | 309^ | 422^ | 975 | 245^ | 439^ | 364^ | 314^ | 443^ | 117v | 65v | 145^ | 126v |
| 1.30 - 2.00 | | | | A | 6.8 | 18 | 529 | 2159 | 760 | 302^ | 818 | 246^ | 390^ | 357^ | 285^ | 369^ | 1032 | 270^ | 505 | 505 | 378^ | 417^ | 152^ | 70v | 157^ | 125^ |
| 2.00 - 2.30 | | | | A | 6.9 | 18 | 537 | 2169 | 679 | 212^ | 751 | 252^ | 364^ | 258^ | 204^ | 350^ | 1078 | 358^ | 657 | 566 | 421^ | 345^ | 193^ | 46v | 147^ | 110v |
| 4.00 - 4.30 | | | | A | 7.7 | 18 | 599 | 1604 | 541 | 267^ | 566 | 245^ | 354^ | 353^ | 255^ | 144^ | 730 | 253^ | 446 | 471 | 385^ | 214^ | 134^ | 121^ | 174^ | 150^ |
| 4.30 - 5.00 | | | | A | 8.0 | 18 | 622 | 1719 | 575 | 354^ | 607 | 260^ | 384 | 369^ | 282^ | 148^ | 782 | 277^ | 473 | 505 | 409 | 235^ | 98^ | 98^ | 232^ | 197^ |
| 5.00 - 5.30 | | | | A | 7.1 | 15 | 552 | 1712 | 624 | 381^ | 668 | 210^ | 375^ | 380^ | 389^ | 221^ | 739 | 261^ | 493 | 512 | 393^ | 157^ | 64v | 64v | 241^ | 198^ |
| 5.30 - 6.00 | | | | A | 7.2 | 15 | 560 | 1761 | 648 | 366^ | 696 | 220^ | 437 | 444 | 423 | 183^ | 748 | 237^ | 489 | 512 | 416^ | 166^ | 71v | 46v | 246^ | 216^ |
| SUNDAY MORNING | 20 | 129 | 130 | A | 5.3 | 25 | 412 | 1367 | 593 | 118^ | 629 | 124^ | 297 | 320 | 388 | 304 | 653 | 206^ | 357 | 416 | 362 | 228^ | 17v | LT | 68v | 43v |
| SUN. 9.00A 90 CBS N | | 82 | 82 | B | 4.5 | 23 | 350 | 1410 | 576 | 194 | 613 | 121 | 261 | 296 | 361 | 287 | 619 | 186 | 309 | 344 | 319 | 240 | 74 | LT | 104 | 70 |
| 9.00 - 9.30 | | | | A | 4.4 | 25 | 342 | 1442 | 652 | 90^ | 681 | 160^ | 310^ | 328^ | 410 | 353 | 673 | 233^ | 375 | 433 | 364 | 229^ | LT | LT | 82v | 53v |
| 9.30 - 10.00 | | | | A | 5.8 | 27 | 451 | 1288 | 553 | 109^ | 588 | 84^ | 263^ | 288 | 375 | 300 | 640 | 190^ | 345 | 408 | 377 | 219^ | LT | LT | 60v | 29v |
| 10.00 - 10.30 | | | | A | 5.8 | 23 | 451 | 1366 | 577 | 145^ | 618 | 133^ | 312 | 340 | 381 | 265^ | 644 | 196^ | 347 | 402 | 344 | 235^ | 35v | LT | 69^ | 53v |
| SUPERSTARS | 3 | 184 | 182 | A | 8.0 | 19 | 622 | 1733 | 591 | 227 | 744 | 300 | 499 | 350 | 319 | 193^ | 695 | 310 | 452 | 367 | 283 | 177^ | 104^ | 47v | 190^ | 164^ |
| 1 SUN. 2.00P 60 ABC SE | | 94 | 92 | B | 7.9 | 19 | 615 | 1701 | 543 | 209 | 660 | 242 | 441 | 321 | 304 | 184 | 715 | 305 | 461 | 393 | 304 | 182 | 138 | 65 | 188 | 159 |
| 2 SUN. 2.00P 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 7.0 | 17 | 545 | 1670 | 612 | 211^ | 720 | 220^ | 448 | 377 | 351 | 216^ | 675 | 322 | 437 | 336 | 267 | 177^ | 124^ | 64^ | 151^ | 123^ |
| 2.30 - 3.00 | | | | A | 8.9 | 21 | 692 | 1850 | 604 | 253 | 820 | 380 | 583 | 361 | 316 | 183 | 703 | 296 | 453 | 370 | 300 | 178 | 87^ | 37v | 240 | 210 |
| TARZAN/LONE RANGER-1 | 18 | 170 | 169 | A | 8.0 | 26 | 622 | 1595 | 350 | 66^ | 401 | 173^ | 262 | 193^ | 173^ | 139^ | 285 | 111^ | 185^ | 139^ | 102^ | 100^ | 257 | 72^ | 652 | 401 |
| SAT. 12.30P 30 CBS CA | | 90 | 89 | B | 7.3 | 25 | 568 | 1603 | 318 | 112 | 367 | 175 | 237 | 176 | 155 | 101 | 277 | 131 | 199 | 145 | 113 | 74 | 262 | 119 | 697 | 410 |
| TARZAN/LONE RANGER-2 | 18 | 170 | 169 | A | 8.3 | 27 | 646 | 1605 | 381 | 131^ | 450 | 198 | 285 | 220 | 149^ | 165^ | 289 | 172^ | 247 | 183^ | 80^ | 42v | 202 | 45v | 664 | 425 |
| SAT. 1.00P 30 CBS CA | | 90 | 89 | B | 7.6 | 25 | 591 | 1595 | 374 | 130 | 438 | 204 | 290 | 208 | 163 | 135 | 301 | 150 | 215 | 150 | 118 | 80 | 228 | 114 | 628 | 381 |
| 30 MINUTES | 16 | 170 | 170 | A | 5.4 | 17 | 420 | 1350 | 383 | 138^ | 430 | 194^ | 281^ | 256^ | 143^ | 149^ | 302 | 155^ | 155^ | 108^ | 31v | 147^ | 220^ | 191^ | 398 | 260^ |
| SAT. 1.30P 30 CBS DN | | 93 | 92 | B | 4.8 | 16 | 373 | 1486 | 473 | 168 | 540 | 235 | 339 | 266 | 213 | 171 | 326 | 127 | 186 | 141 | 135 | 130 | 227 | 116 | 393 | 239 |

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| THREE ROBONIC STOOGES | 19 | 40 | 42 | A | .7 | 8 | 54 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.00A 30 CBS CA | | 33 | 31 | B | .6 | 7 | 47 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| THUNDARR-THE BARBARIAN | 18 | 194 | 195 | A | 8.5 | 30 | 661 | 1649 | 250 | 75^ | 266 | 152^ | 180^ | 124^ | 82^ | 56^ | 169^ | 79^ | 115^ | 76^ | 61^ | 54^ | 251 | 114^ | 963 | 560 |
| SAT. 10.30A 30 ABC CA | | 98 | 98 | B | 7.7 | 29 | 599 | 1660 | 243 | 78 | 259 | 147 | 191 | 151 | 92 | 49 | 226 | 134 | 186 | 118 | 78 | 34 | 253 | 127 | 922 | 569 |
| TIME OUT-8:28AM | 20 | 192 | 199 | A | 3.5 | 24 | 272 | 1386 | 121^ | 19v | 121^ | LT | LT | LT | 99v | 121^ | 58v | LT | 27v | 27v | 58v | 31v | 22v | LT | 1185 | 669 |
| SAT. 8.28A 2 NBC CN | | 98 | 98 | B | 3.4 | 26 | 265 | 1501 | 151 | 22 | 154 | 75 | 111 | 98 | 61 | 34 | 123 | 60 | 83 | 57 | 53 | 36 | 127 | 31 | 1097 | 672 |
| TIME OUT-9:28AM | 20 | 204 | 207 | A | 4.7 | 20 | 366 | 2320 | 240^ | 60v | 308^ | 153^ | 192^ | 123^ | 69v | 116^ | 184^ | 93^ | 184^ | 112^ | 91^ | LT | 604 | 147^ | 1224 | 786 |
| SAT. 9.28A 2 NBC CN | | 99 | 99 | B | 4.9 | 22 | 381 | 1748 | 216 | 94 | 241 | 131 | 180 | 141 | 84 | 44 | 119 | 59 | 82 | 56 | 46 | 30 | 251 | 83 | 1137 | 702 |
| TIME OUT-10:28AM | 20 | 204 | 207 | A | 4.9 | 17 | 381 | 2297 | 281^ | 148^ | 439 | 232^ | 317 | 150^ | 101^ | 122^ | 220^ | 112^ | 209^ | 152^ | 108^ | LT | 630 | 297^ | 1008 | 702 |
| SAT. 10.28A 2 NBC CN | | 99 | 99 | B | 4.9 | 19 | 381 | 1659 | 235 | 98 | 268 | 151 | 192 | 115 | 79 | 59 | 209 | 115 | 161 | 104 | 82 | 45 | 260 | 97 | 922 | 595 |
| TIME OUT-11:28AM | 20 | 177 | 196 | A | 5.8 | 21 | 451 | 1876 | 394 | 69^ | 460 | 244^ | 306 | 107^ | 113^ | 154^ | 230^ | 170^ | 212^ | 115^ | 60v | 18v | 402 | 184^ | 784 | 369 |
| SAT. 11.28A 2 NBC CN | | 85 | 96 | B | 5.6 | 21 | 436 | 1630 | 266 | 89 | 332 | 182 | 218 | 109 | 82 | 102 | 289 | 180 | 227 | 115 | 89 | 56 | 255 | 100 | 754 | 461 |
| TIME OUT-12:28PM | 19 | 165 | 166 | A | 4.5 | 15 | 350 | 1857 | 228^ | 134^ | 299^ | 186^ | 230^ | 91^ | 91^ | 69v | 387 | 270^ | 325^ | 139^ | 70v | 47v | 260^ | 43v | 911 | 495 |
| SAT. 12.28P 2 NBC CN | | 87 | 87 | B | 4.7 | 17 | 366 | 1647 | 257 | 119 | 313 | 179 | 214 | 120 | 91 | 76 | 305 | 172 | 239 | 135 | 102 | 59 | 219 | 103 | 810 | 423 |
| TOM AND JERRY | 20 | 187 | 189 | A | 5.1 | 27 | 397 | 1617 | 207^ | 71v | 207^ | 134^ | 181^ | 153^ | 73v | 13v | 292^ | 128^ | 226^ | 160^ | 147^ | 66v | 143^ | 57v | 975 | 449 |
| SAT. 8.30A 30 CBS CA | | 98 | 98 | B | 4.9 | 27 | 381 | 1509 | 247 | 107 | 279 | 142 | 205 | 157 | 102 | 53 | 206 | 85 | 145 | 121 | 91 | 53 | 136 | 61 | 888 | 463 |
| TOMORROW'S CHAMPIONS(S) | | | 112 | A | 3.1 | 9 | 241 | 992 | 307^ | 195v | 381^ | 137v | 137v | 154v | 162v | 152v | 591^ | 46v | 171v | 141v | 399^ | 420^ | LT | LT | 20v | LT |
| 2 SUN. 1.00P 60 NBC SE | | | 64 | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 2.8 | 8 | 218 | 950^ | 322^ | 234v | 404^ | 147v | 147v | 193v | 202v | 129v | 527^ | 36v | 128v | 128v | 331^ | 399^ | LT | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 3.3 | 9 | 257 | 1035 | 296^ | 168v | 366^ | 129v | 129v | 121v | 131v | 175v | 646^ | 55v | 202v | 147v | 458^ | 444^ | LT | LT | 23v | LT |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 26, 1981

## WEEK 1

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | Program | | | | | THAT'S INCREDIBLE | | | | DYNASTY (OP) | | | | FOUL PLAY | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 19,450 | | | | 17,740 | | | | 15,250 | | | |
| | TOTAL AUDIENCE (%) | | | | | 25.0 | | | | 22.8 | | | | 19.6 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 15,480 | | | | 14,320 | | | | 11,980 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 19.9 | 19.6* | | 20.3* | 18.4 | 18.0* | | 18.8* | 15.4 | 16.1* | | 14.7* |
| | SHARE OF AUDIENCE % | | | | | 28 | 27 * | | 28 * | 26 | 25 * | | 27 * | 25 | 25 * | | 25 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.7 | 20.4 | 20.8 | 19.8 | 18.0 | 17.9 | 18.8 | 18.9 | 16.3 | 15.8 | 15.0 | 14.4 |
| **CBS TV** | Program | | | | | FLO | | LADIES' MAN (OP) | | M*A*S*H | | HOUSE CALLS | | LOU GRANT | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 13,540 | | 12,910 | | 22,250 | | 17,510 | | 18,210 | | | |
| | TOTAL AUDIENCE (%) | | | | | 17.4 | | 16.6 | | 28.6 | | 22.5 | | 23.4 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 11,670 | | 11,510 | | 19,680 | | 16,260 | | 14,700 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 15.0 | | 14.8 | | 25.3 | | 20.9 | | 18.9 | 18.7* | | 19.2* |
| | SHARE OF AUDIENCE % | | | | | 21 | | 21 | | 35 | | 30 | | 31 | 29 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 14.9 | 15.2 | 14.0 | 15.6 | 24.1 | 26.4 | 20.9 | 21.0 | 18.5 | 18.8 | 19.3 | 19.1 |
| **NBC TV** | Program | | | | | LITTLE HOUSE-PRAIRIE (OP) | | | | TV GUIDE SPECIAL 1980-THE YEAR IN TELEVISION | | | | | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 23,110 | | | | 25,830 | | | | | | | |
| | TOTAL AUDIENCE (%) | | | | | 29.7 | | | | 33.2 | | | | | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 19,920 | | | | 15,640 | | | | | | | |
| | AVERAGE AUDIENCE (%) | | | | | 25.6 | 24.7* | | 26.5* | 20.1 | 20.1* | | 21.3* | | 20.8* | | 18.3* |
| | SHARE OF AUDIENCE % | | | | | 36 | 35 * | | 37 * | 31 | 28 * | | 31 * | | 33 * | | 32 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 23.9 | 25.5 | 26.3 | 26.7 | 20.6 | 19.5 | 21.8 | 20.8 | 21.5 | 20.2 | 18.9 | 17.7 |

## WEEK 2

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | Program | | | | | THAT'S INCREDIBLE | | | | DYNASTY (OP) | | | | FOUL PLAY | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 21,400 | | | | 19,370 | | | | 15,870 | | | |
| | TOTAL AUDIENCE (%) | | | | | 27.5 | | | | 24.9 | | | | 20.4 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 17,040 | | | | 15,870 | | | | 11,440 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 21.9 | 21.5* | | 22.4* | 20.4 | 20.4* | | 20.5* | 14.7 | 15.3* | | 14.1* |
| | SHARE OF AUDIENCE % | | | | | 30 | 30 * | | 31 * | 28 | 28 * | | 29 * | 23 | 23 * | | 22 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 20.9 | 22.0 | 22.1 | 22.7 | 20.2 | 20.6 | 20.7 | 20.2 | 15.9 | 14.7 | 14.3 | 13.9 |
| **CBS TV** | Program | | | | | WHITE SHADOW (OP) | | | | M*A*S*H | | HOUSE CALLS | | LILY:SOLD OUT | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 16,420 | | | | 24,120 | | 19,760 | | 24,900 | | | |
| | TOTAL AUDIENCE (%) | | | | | 21.1 | | | | 31.0 | | 25.4 | | 32.0 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 12,450 | | | | 22,330 | | 18,520 | | 19,290 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 16.0 | 15.1* | | 16.8* | 28.7 | | 23.8 | | 24.8 | 25.9* | | 23.7* |
| | SHARE OF AUDIENCE % | | | | | 22 | 21 * | | 23 * | 39 | | 34 | | 38 | 38 * | | 38 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.1 | 15.2 | 16.0 | 17.6 | 28.2 | 29.2 | 23.7 | 23.8 | 26.2 | 25.7 | 24.8 | 22.7 |
| **NBC TV** | Program | | | | | LITTLE HOUSE-PRAIRIE (OP) | | | | NBC MONDAY NIGHT MOVIES HEROES(R) | | | | | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 21,550 | | | | 22,100 | | | | | | | |
| | TOTAL AUDIENCE (%) | | | | | 27.7 | | | | 28.4 | | | | | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 18,520 | | | | 13,770 | | | | | | | |
| | AVERAGE AUDIENCE (%) | | | | | 23.8 | 23.1* | | 24.5* | 17.7 | 16.5* | | 18.4* | | 17.8* | | 18.1* |
| | SHARE OF AUDIENCE % | | | | | 33 | 33 * | | 34 * | 26 | 23 * | | 26 * | | 26 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 22.5 | 23.7 | 24.6 | 24.3 | 16.3 | 16.8 | 18.5 | 18.3 | 17.7 | 17.9 | 17.9 | 18.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 65.7 | 67.5 | 69.2 | 70.5 | 70.8 | 72.2 | 71.1 | 71.6 | 71.5 | 71.2 | 69.6 | 68.1 | 65.1 | 62.6 | 59.4 | 56.6 |
| WK. 2 | 65.2 | 67.0 | 67.1 | 68.4 | 70.1 | 71.6 | 72.4 | 73.3 | 72.4 | 73.1 | 71.1 | 70.5 | 68.8 | 66.5 | 64.1 | 61.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE. MON. FEB. 2, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## EVE. TUE. JAN. 27, 1981

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,590 23.9 | | 17,740 22.8 | | 16,880 21.7 | | 16,650 21.4 | | 17,430 22.4 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← HART TO HART (R) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,260 20.9 | | 15,870 20.4 | | 15,640 20.1 | | 15,250 19.6 | | 14,080 18.1 | 17.9* | | 18.2* |
| SHARE OF AUDIENCE % | | | | | 30 | | 29 | | 29 | | 28 | | 29 | 28 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.3 | 21.5 | 20.6 | 20.3 | 19.9 | 20.3 | 19.4 | 19.7 | 18.3 | 17.6 | 18.0 | 18.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 27,150 34.9 | | | | | | | | | | | |
| Program | | | | | ← BUNKER (OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 18,210 23.4 | 23.3* | | 24.2* | | 24.5* | | 24.4* | | 23.1* | | 21.2* |
| SHARE OF AUDIENCE % | | | | | 35 | 33 * | | 34 * | | 35 * | | 35 * | | 36 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | | | 23.2 | 23.3 | 24.1 | 24.2 | 24.4 | 24.6 | 24.6 | 24.1 | 23.3 | 22.9 | 22.6 | 19.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,970 23.1 | | | | 18,210 23.4 | | | | 16,180 20.8 | | | |
| Program | | | | | ← LOBO (OP) → | | | | ← BJ AND THE BEAR → | | | | ← FLAMINGO ROAD → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,000 18.0 | 17.6* | | 18.4* | 15,170 19.5 | 18.7* | | 20.2* | 13,070 16.8 | 16.9* | | 16.7* |
| SHARE OF AUDIENCE % | | | | | 26 | 25 * | | 26 * | 28 | 27 * | | 29 * | 27 | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 17.9 | 18.1 | 18.7 | 18.4 | 19.0 | 20.1 | 20.4 | 17.0 | 16.7 | 16.7 | 16.8 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 19,060 24.5 | | 17,350 22.3 | | 20,460 26.3 | | 19,680 25.3 | | 21,160 27.2 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← HART TO HART → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,960 21.8 | | 16,180 20.8 | | 18,910 24.3 | | 18,590 23.9 | | 17,890 23.0 | 23.5* | | 22.6* |
| SHARE OF AUDIENCE % | | | | | 32 | | 30 | | 36 | | 35 | | 37 | 37 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | | | | | 21.4 | 22.2 | 20.5 | 21.1 | 23.3 | 25.3 | 23.8 | 24.0 | 23.6 | 23.3 | 22.8 | 22.4 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,670 24.0 | | | | 16,800 21.6 | | | | | | | |
| Program | | | | | ← THAT'S MY LINE (OP) → | | | | ← CBS TUESDAY NIGHT MOVIES WHO IS KILLING THE GREAT CHEFS OF EUROPE? → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,690 17.6 | 17.6* | | 17.6* | 10,500 13.5 | 14.8* | | 14.3* | | 13.0* | | 12.0* |
| SHARE OF AUDIENCE % | | | | | 26 | 26 * | | 26 * | 21 | 22 * | | 21 * | | 20 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.7 | 17.5 | 17.7 | 17.5 | 15.3 | 14.2 | 14.5 | 14.1 | 13.4 | 12.7 | 12.4 | 11.6 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,580 22.6 | | | | 17,890 23.0 | | | | 16,420 21.1 | | | |
| Program | | | | | ← LOBO (OP) → | | | | ← BJ AND THE BEAR → | | | | ← FLAMINGO ROAD → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,390 18.5 | 17.4* | | 19.6* | 15,330 19.7 | 19.4* | | 19.9* | 13,540 17.4 | 17.7* | | 17.1* |
| SHARE OF AUDIENCE % | | | | | 27 | 26 * | | 28 * | 29 | 29 * | | 29 * | 28 | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.1 | 17.7 | 19.4 | 19.9 | 19.3 | 19.6 | 20.2 | 19.6 | 18.0 | 17.3 | 17.2 | 17.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 67.0 | 68.6 | 68.9 | 69.6 | 69.6 | 70.1 | 69.9 | 70.5 | 69.7 | 70.3 | 69.4 | 68.8 | 65.0 | 63.0 | 62.5 | 60.2 |
| WK. 2 | 64.1 | 65.9 | 67.6 | 69.0 | 67.8 | 68.4 | 68.6 | 69.1 | 67.5 | 68.0 | 68.3 | 67.6 | 64.9 | 63.0 | 61.3 | 59.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

## EVE. TUE. FEB. 3, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.28, 1981

## WEEK 1

| Network / Item | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 23,260 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 29.9 | | | | | | | | | | | |
| Program | | | | | ABC NEWS SPECIAL REPORT THE SECRET NEGOTIATIONS (OP) (8:00–10:45) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,800 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 12.6 | 13.3* | | 12.1* | | 13.5* | | 13.3* | | 12.7* | | 10.8* |
| SHARE OF AUDIENCE % | | | | | 19 | 20 * | | 18 * | | 20 * | | 20 * | | 21 * | | 18 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.9 | 12.7 | 12.2 | 12.0 | 13.3 | 13.7 | 13.7 | 13.0 | 13.5 | 11.8 | 10.7 | 11.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 21,010 | | | | 18,830 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 27.0 | | | | 24.2 | | | | | | | |
| Program | | | | | ENOS (OP) (8:00–9:00) | | | | CBS WEDNESDAY NIGHT MOVIE THORNWELL (9:00–10:45) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 16,490 | | | | 12,450 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 21.2 | 20.6* | | 21.8* | 16.0 | 16.0* | | 16.3* | | 16.2* | | 15.6* |
| SHARE OF AUDIENCE % | | | | | 32 | 31 * | | 32 * | 25 | 23 * | | 24 * | | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.3 | 20.8 | 22.1 | 21.6 | 16.0 | 15.9 | 16.3 | 16.3 | 16.2 | 16.1 | 16.0 | 15.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 23,570 | | | | 24,970 | | 22,870 | | 23,260 | | | |
| TOTAL AUDIENCE (%) | | | | | 30.3 | | | | 32.1 | | 29.4 | | 29.9 | | | |
| Program | | | | | REAL PEOPLE (OP) (8:00–9:00) | | | | DIFF'RENT STROKES | | FACTS OF LIFE | | QUINCY, M.E. (10:00–10:45) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 19,140 | | | | 22,870 | | 21,160 | | 19,220 | | | |
| AVERAGE AUDIENCE (%) | | | | | 24.6 | 22.7* | | 26.5* | 29.4 | | 27.2 | | 24.7 | 24.7* | | 24.7* |
| SHARE OF AUDIENCE % | | | | | 37 | 34 * | | 39 * | 43 | | 41 | | 41 | 40 * | | 42 * |
| AVG. AUD. BY ¼ HR. % | | | | | 21.3 | 24.2 | 25.9 | 27.0 | 28.6 | 30.1 | 27.2 | 27.2 | 24.6 | 24.8 | 25.0 | 24.3 |

## WEEK 2

| Network / Item | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | 17,660 | | | | 22,720 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 22.7 | | | | 29.2 | | | | | | | |
| Program | | | | | EIGHT IS ENOUGH (OP) (8:00–9:00) | | | | ABC MOVIE SPECIAL THE ENFORCER(R) (9:00-10:54PM)(SUS-OP) (SUSTAINING 10:54-10:56PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 13,070 | | | | 15,250 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.8 | 15.1* | | 18.5* | 19.6 | 18.6* | | 19.8* | | 20.2* | | 19.8* |
| SHARE OF AUDIENCE % | | | | | 25 | 23 * | | 27 * | 30 | 27 * | | 29 * | | 31 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.4 | 15.8 | 18.2 | 18.8 | 18.6 | 18.5 | 19.4 | 20.2 | 20.3 | 20.0 | 20.4 | 18.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | 15,170 | | 19,610 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 19.5 | | 25.2 | | | | | | | | | |
| Program | | | | | BUGS BUNNY'S VALENTINE (R) | | CBS WEDNESDAY NIGHT MOVIE CRISIS AT CENTRAL HIGH(OP) (8:30–10:45) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,680 | | 11,200 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.3 | | 14.4 | 11.4* | | 14.2* | | 14.9* | | 15.9* | | 15.5* |
| SHARE OF AUDIENCE % | | | | | 24 | | 22 | 17 * | | 21 * | | 22 * | | 25 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.5 | 16.2 | 11.2 | 11.7 | 14.0 | 14.4 | 14.8 | 15.0 | 16.0 | 15.7 | 15.4 | 15.6 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 26,920 | | | | 22,170 | | 20,230 | | 19,920 | | | |
| TOTAL AUDIENCE (%) | | | | | 34.6 | | | | 28.5 | | 26.0 | | 25.6 | | | |
| Program | | | | | REAL PEOPLE (OP) (8:00–9:00) | | | | DIFF'RENT STROKES | | FACTS OF LIFE | | QUINCY, M.E. (10:00–10:45) | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 20,070 | | | | 19,990 | | 18,750 | | 16,420 | | | |
| AVERAGE AUDIENCE (%) | | | | | 25.8 | 23.8* | | 27.7* | 25.7 | | 24.1 | | 21.1 | 21.1* | | 21.1* |
| SHARE OF AUDIENCE % | | | | | 38 | 36 * | | 40 * | 37 | | 35 | | 33 | 33 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | | | | | 22.9 | 24.6 | 28.0 | 27.4 | 25.1 | 26.3 | 24.2 | 23.9 | 21.2 | 21.0 | 21.3 | 20.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 62.9 | 64.2 | 64.6 | 65.7 | 66.1 | 66.6 | 67.7 | 68.5 | 67.8 | 68.7 | 67.7 | 66.2 | 62.3 | 60.7 | 59.1 | 57.7 |
| WK. 2 | 62.4 | 63.0 | 63.8 | 66.2 | 66.5 | 67.5 | 68.5 | 68.7 | 68.2 | 69.0 | 68.0 | 68.0 | 65.0 | 63.8 | 62.8 | 60.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.WED. FEB.4, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.THU. JAN.29, 1981 — WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) — HH (000) | | | | | 16,490 | | 15,560 | | 17,510 | | 15,480 | | 19,450 | | | |
| % | | | | | 21.2 | | 20.0 | | 22.5 | | 19.9 | | 25.0 | | | |
| Program | | | | | MORK & MINDY (R) | | BOSOM BUDDIES | | BARNEY MILLER | | SOAP(B) (OP) | | 20/20 | | | |
| AVERAGE AUDIENCE (Households (000) & %) — HH (000) | | | | | 14,160 | | 13,620 | | 15,870 | | 13,770 | | 15,560 | | | |
| % | | | | | 18.2 | | 17.5 | | 20.4 | | 17.7 | | 20.0 | 20.5* | | 19.5* |
| SHARE OF AUDIENCE % | | | | | 27 | | 26 | | 30 | | 26 | | 32 | 32 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.5 | 18.8 | 17.2 | 17.7 | 19.9 | 20.9 | 17.4 | 18.0 | 20.2 | 20.8 | 20.2 | 18.9 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) — HH (000) | | | | | 22,020 | | | | 19,450 | | | | 11,980 | | | |
| % | | | | | 28.3 | | | | 25.0 | | | | 15.4 | | | |
| Program | | | | | MAGNUM, P.I. (OP) | | | | KNOTS LANDING | | | | CBS REPORTS THE TOYOTA INVASION | | | |
| AVERAGE AUDIENCE (Households (000) & %) — HH (000) | | | | | 16,800 | | | | 15,870 | | | | 8,090 | | | |
| % | | | | | 21.6 | 20.8* | | 22.5* | 20.4 | 19.6* | | 21.1* | 10.4 | 11.6* | | 9.1* |
| SHARE OF AUDIENCE % | | | | | 32 | 31 * | | 33 * | 30 | 29 * | | 31 * | 17 | 18 * | | 15 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.4 | 21.2 | 22.5 | 22.5 | 19.3 | 19.9 | 21.4 | 20.9 | 12.8 | 10.4 | 9.2 | 9.0 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) — HH (000) | | | | | 16,180 | | | | 24,970 | | | | | | | |
| % | | | | | 20.8 | | | | 32.1 | | | | | | | |
| Program | | | | | BUCK ROGERS-25TH CENTURY (OP) | | | | NBC THURSDAY NIGHT MOVIES JOE DANCER | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) — HH (000) | | | | | 12,060 | | | | 15,560 | | | | | | | |
| % | | | | | 15.5 | 15.3* | | 15.7* | 20.0 | 17.0* | | 18.2* | | 22.3* | | 22.3* |
| SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 23 * | 31 | 25 * | | 27 * | | 35 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.5 | 15.1 | 15.4 | 16.0 | 16.9 | 17.1 | 18.2 | 18.2 | 21.9 | 22.8 | 23.1 | 21.5 |

## EVE.THU. FEB.5, 1981 — WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) — HH (000) | | | | | 15,790 | | 14,080 | | | 14,860 | | 16,100 | | 18,130 | | |
| % | | | | | 20.3 | | 18.1 | | | 19.1 | | 20.7 | | 23.3 | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES | | (1) (SUS) | | BARNEY MILLER (9:27-9:57PM)(→OP) | | TAXI (9:57-10:27PM)(OP)(→OP) | | 20/20 (10:27-11:27PM)(OP)(→OP) | |
| AVERAGE AUDIENCE (Households (000) & %) — HH (000) | | | | | 13,690 | | 13,070 | | | 13,540 | | 14,000 | | 12,450 | | |
| % | | | | | 17.6 | | 16.8 | | | 17.4 | | 18.0 | | 16.0 | | 17.0* |
| SHARE OF AUDIENCE % | | | | | 26 | | 24 | | | 25 | | 27 | | 28 | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.1 | 18.1 | 16.6 | 16.9 | | 17.2 | 17.3 | 16.7 | 17.7 | 18.0 | 17.6 | 16.4 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) — HH (000) | | | | | 20,070 | | | | | 20,540 | | | | 17,660 | | |
| % | | | | | 25.8 | | | | | 26.4 | | | | 22.7 | | |
| Program | | | | | WALTONS (OP) | | | | (2) (SUS) | | MAGNUM, P.I. (9:25-10:25PM)(→OP) | | | | KNOTS LANDING (10:25-11:25PM)(OP)(→OP) | |
| AVERAGE AUDIENCE (Households (000) & %) — HH (000) | | | | | 16,880 | | | | | 15,790 | | | | 14,160 | | |
| % | | | | | 21.7 | 21.0* | | 22.4* | | 20.3 | | 19.8* | | 18.2 | | 18.5* |
| SHARE OF AUDIENCE % | | | | | 32 | 31 * | | 32 * | | 30 | | 29 * | | 32 | | 32 * |
| AVG. AUD. BY ¼ HR. % | | | | | 20.2 | 21.8 | 22.2 | 22.7 | | 19.9 | 19.7 | 19.9 | 21.1 | 17.2 | 18.3 | 18.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) — HH (000) | | | | | 15,720 | | | | | 23,420 | | | | | | |
| % | | | | | 20.2 | | | | | 30.1 | | | | | | |
| Program | | | | | BUCK ROGERS-25TH CENTURY (OP) | | | | (3) (SUS) | | LOVE LETTER TO JACK BENNY (9:26-11:26PM)(→OP) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) — HH (000) | | | | | 12,140 | | | | | 14,240 | | | | | | |
| % | | | | | 15.6 | 14.8* | | 16.4* | | 18.3 | | 19.5* | | 19.5* | | 17.0* |
| SHARE OF AUDIENCE % | | | | | 23 | 22 * | | 24 * | | 29 | | 28 * | | 30 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.9 | 14.7 | 15.9 | 16.8 | | 17.2 | 19.2 | 19.7 | 19.9 | 19.1 | 17.0 | 16.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 64.6 | 65.9 | 66.5 | 67.2 | 67.2 | 67.5 | 67.7 | 68.2 | 67.7 | 67.9 | 67.1 | 67.2 | 65.1 | 63.4 | 61.0 | 57.0 |
| WK. 2 | 63.3 | 64.9 | 65.9 | 67.0 | 66.6 | 68.6 | 69.3 | 70.1 | 72.2 | 71.8 | 68.9 | 67.4 | 65.3 | 62.7 | 58.7 | 56.8 |

U.S. TV Households: 77,800,000

(1)REAGAN ADDRESS-ABC,ABC,(9:00-9:27PM)(S)
(2)REAGAN ADDRESS-CBS,CBS,(9:00-9:25PM)(S)
(3)REAGAN ADDRESS-NBC,NBC,(9:00-9:26PM)(S)

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 13,930 | | 15,640 | | 18,830 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 17.9 | | 20.1 | | 24.2 | | | | | | | |
| Program | | | | | BENSON (R) | | I'M A BIG GIRL NOW (OP) | | ← AMERICAN MUSIC AWARDS (9:00-10:58PM) (SUSTAINING 10:58-11:02PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 12,140 | | 14,390 | | 11,200 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 15.6 | | 18.5 | | 14.4 | 16.1* | | 15.8* | | 13.0* | | 12.7* |
| SHARE OF AUDIENCE % | | | | | 25 | | 29 | | 22 | 25 * | | 24 * | | 20 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.1 | 16.0 | 18.4 | 18.7 | 15.9 | 16.4 | 16.2 | 15.4 | 13.5 | 12.5 | 12.6 | 12.7 |
| **WEEK 1 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,940 | | 15,950 | | 24,970 | | | | 31,040 | | | |
| TOTAL AUDIENCE (%) | | | | | 19.2 | | 20.5 | | 32.1 | | | | 39.9 | | | |
| Program | | | | | FIRST KISS CHARLIE BROWN (R) | | POPEYE VALENTINE SPECIAL (R)(OP) | | ← DUKES OF HAZZARD → | | | | ← DALLAS → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 13,230 | | 15,170 | | 20,620 | | | | 27,070 | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.0 | | 19.5 | | 26.5 | 25.0* | | 28.0* | 34.8 | 33.9* | | 35.6* |
| SHARE OF AUDIENCE % | | | | | 27 | | 31 | | 41 | 39 * | | 43 * | 55 | 53 * | | 57 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.6 | 17.4 | 19.1 | 20.0 | 24.7 | 25.3 | 27.1 | 29.0 | 33.1 | 34.8 | 35.9 | 35.3 |
| **WEEK 1 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 17,040 | | 12,450 | | 12,990 | | | | 9,180 | | | |
| TOTAL AUDIENCE (%) | | | | | 21.9 | | 16.0 | | 16.7 | | | | 11.8 | | | |
| Program | | | | | HARPER VALLEY | | SANFORD (OP) | | ← NERO WOLFE → | | | | ← NBC MAGAZINE → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,250 | | 11,130 | | 10,970 | | | | 7,390 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.6 | | 14.3 | | 14.1 | 14.2* | | 14.1* | 9.5 | 9.9* | | 9.1* |
| SHARE OF AUDIENCE % | | | | | 31 | | 22 | | 22 | 22 * | | 21 * | 15 | 16 * | | 14 * |
| AVG. AUD. BY ¼ HR. % | | | | | 19.5 | 19.7 | 14.5 | 14.1 | 14.1 | 14.2 | 14.2 | 14.0 | 10.0 | 9.7 | 9.4 | 8.9 |
| **WEEK 2 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 13,070 | | 10,810 | | 20,380 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 16.8 | | 13.9 | | 26.2 | | | | | | | |
| Program | | | | | BENSON | | I'M A BIG GIRL NOW (OP) | | ← ABC FRIDAY NIGHT MOVIE THIS HOUSE POSSESSED → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,440 | | 9,960 | | 12,910 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.7 | | 12.8 | | 16.6 | 16.4* | | 16.2* | | 16.7* | | 17.1* |
| SHARE OF AUDIENCE % | | | | | 23 | | 20 | | 26 | 25 * | | 25 * | | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.3 | 15.0 | 12.6 | 13.0 | 16.1 | 16.7 | 16.4 | 16.0 | 16.7 | 16.6 | 16.9 | 17.4 |
| **WEEK 2 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 20,930 | | | | 26,690 | | | | 28,550 | | | |
| TOTAL AUDIENCE (%) | | | | | 26.9 | | | | 34.3 | | | | 36.7 | | | |
| Program | | | | | ← INCREDIBLE HULK (OP) → | | | | ← DUKES OF HAZZARD → | | | | ← DALLAS → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,640 | | | | 23,110 | | | | 24,580 | | | |
| AVERAGE AUDIENCE (%) | | | | | 20.1 | 18.5* | | 21.7* | 29.7 | 28.8* | | 30.5* | 31.6 | 31.7* | | 31.6* |
| SHARE OF AUDIENCE % | | | | | 31 | 29 * | | 33 * | 45 | 44 * | | 46 * | 50 | 50 * | | 51 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.9 | 19.2 | 21.5 | 21.8 | 27.6 | 29.9 | 30.2 | 30.9 | 31.6 | 31.8 | 32.2 | 31.0 |
| **WEEK 2 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,490 | | 17,510 | | 11,440 | | | | 8,790 | | | |
| TOTAL AUDIENCE (%) | | | | | 21.2 | | 22.5 | | 14.7 | | | | 11.3 | | | |
| Program | | | | | HARPER VALLEY | | BRADY GIRLS GET MARRIED (OP) | | ← NERO WOLFE → | | | | ← NBC REPORTS WHO WILL DEFEND AMERICA? → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,090 | | 15,640 | | 8,710 | | | | 6,610 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.4 | | 20.1 | | 11.2 | 11.1* | | 11.4* | 8.5 | 8.8* | | 8.2* |
| SHARE OF AUDIENCE % | | | | | 30 | | 31 | | 17 | 17 * | | 17 * | 14 | 14 * | | 13 * |
| AVG. AUD. BY ¼ HR. % | | | | | 19.4 | 19.5 | 20.2 | 20.0 | 11.3 | 10.9 | 11.4 | 11.4 | 9.1 | 8.6 | 8.6 | 7.9 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 59.8 | 61.0 | 61.2 | 62.4 | 62.8 | 63.4 | 63.5 | 64.4 | 63.7 | 64.5 | 65.5 | 66.0 | 63.9 | 63.6 | 63.5 | 62.3 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 58.8 | 59.7 | 60.2 | 61.8 | 63.4 | 64.5 | 65.0 | 64.8 | 65.0 | 66.2 | 66.1 | 66.1 | 64.5 | 63.2 | 62.6 | 61.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.31, 1981

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,120 22.0 | | | | 22,640 29.1 | | | | 19,290 24.8 | | | |
| | Program | | | | | CHARLIE'S ANGELS | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,840 16.5 | 15.0* | | 17.9* | 19,370 24.9 | 24.3* | | 25.5* | 15,560 20.0 | 20.5* | | 19.4* |
| | SHARE OF AUDIENCE % | | | | | 26 | 24 * | | 28 * | 39 | 38 * | | 40 * | 34 | 34 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 14.9 | 15.2 | 17.1 | 18.7 | 23.4 | 25.2 | 25.8 | 25.3 | 20.8 | 20.2 | 19.7 | 19.1 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,730 21.5 | | 14,940 19.2 | | 19,990 25.7 | | | | | | | |
| | Program | | | | | WKRP IN CINCINNATI | | TIM CONWAY SHOW (OP) | | GOLDEN GLOBE AWARDS | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,320 18.4 | | 13,300 17.1 | | 12,370 15.9 | 16.4* | | 15.6* | | 16.6* | | 15.2* |
| | SHARE OF AUDIENCE % | | | | | 30 | | 27 | | 26 | 26 * | | 24 * | | 28 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.6 | 19.2 | 17.1 | 17.2 | 16.8 | 16.0 | 15.5 | 15.7 | 16.9 | 16.3 | 15.4 | 15.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,580 22.6 | | | | 14,550 18.7 | | | | 15,480 19.9 | | | |
| | Program | | | | | BARBARA MANDRELL (OP) | | | | WALKING TALL | | | | HILL STREET BLUES | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,380 17.2 | 17.1* | | 17.3* | 11,750 15.1 | 14.6* | | 15.6* | 13,150 16.9 | 16.8* | | 17.1* |
| | SHARE OF AUDIENCE % | | | | | 28 | 28 * | | 27 * | 24 | 23 * | | 24 * | 29 | 28 * | | 30 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.0 | 17.1 | 17.8 | 16.8 | 14.6 | 14.7 | 15.3 | 15.9 | 16.7 | 16.9 | 17.2 | 16.9 |

WEEK 1

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,330 19.7 | | | | 22,950 29.5 | | | | 18,280 23.5 | | | |
| | Program | | | | | CHARLIE'S ANGELS | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,590 14.9 | 14.3* | | 15.6* | 19,290 24.8 | 24.0* | | 25.7* | 15,020 19.3 | 19.4* | | 19.1* |
| | SHARE OF AUDIENCE % | | | | | 24 | 23 * | | 25 * | 40 | 38 * | | 41 * | 34 | 34 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 14.2 | 14.4 | 14.8 | 16.3 | 23.3 | 24.6 | 25.9 | 25.4 | 19.5 | 19.4 | 19.1 | 19.0 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 20,230 26.0 | | | | 11,510 14.8 | | 9,260 11.9 | | 16,260 20.9 | | | |
| | Program | | | | | WKRP IN CINCINNATI (OP) | | | | FLO | | LADIES' MAN | | CONCRETE COWBOYS | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,330 19.7 | 19.6* | | 19.8* | 10,270 13.2 | | 8,400 10.8 | | 12,600 16.2 | 16.2* | | 16.2* |
| | SHARE OF AUDIENCE % | | | | | 31 | 31 * | | 31 * | 21 | | 17 | | 29 | 28 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 19.2 | 20.0 | 20.5 | 19.2 | 13.6 | 12.8 | 10.6 | 11.0 | 15.9 | 16.4 | 16.3 | 16.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,820 22.9 | | | | 13,540 17.4 | | | | 12,450 16.0 | | | |
| | Program | | | | | BARBARA MANDRELL (OP) | | | | WALKING TALL | | | | HILL STREET BLUES | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,230 17.0 | 17.4* | | 16.7* | 11,130 14.3 | 13.9* | | 14.7* | 9,730 12.5 | 12.3* | | 12.7* |
| | SHARE OF AUDIENCE % | | | | | 27 | 27 * | | 26 * | 23 | 22 * | | 24 * | 22 | 21 * | | 23 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.2 | 17.5 | 16.9 | 16.6 | 13.9 | 14.0 | 14.7 | 14.7 | 12.3 | 12.2 | 12.4 | 12.9 |

WEEK 2

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 58.8 | 60.1 | 60.6 | 61.1 | 61.2 | 62.3 | 62.7 | 63.6 | 63.5 | 63.4 | 63.7 | 63.8 | 60.7 | 59.6 | 57.6 | 56.3 |
| | WK. 2 | 60.7 | 62.2 | 62.1 | 63.0 | 63.2 | 63.6 | 63.4 | 63.2 | 63.3 | 62.9 | 62.5 | 62.0 | 58.3 | 57.4 | 55.9 | 55.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. FEB.7, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.31, 1981

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 7,080<br>9.1 | | | | | | | | | | | | | | | |
| | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,850<br>8.8 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 17 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 8.8 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 12,290<br>15.8 | | | | | | | | | | | | | |
| | | | | ← SATURDAY NIGHT → (11:30-12:43AM) (SUSTAINING 12:43-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 7,080<br>9.1 | 10.0* | | 8.9* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 25 | 25 * | | 26 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 10.4 | 9.6 | 9.6 | 8.1 | 7.5 | | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 6,920<br>8.9 | | | | | | | | | | | | | | | |
| | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,460<br>8.3 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 16 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 8.3 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 11,830<br>15.2 | | | | | | | | | | | | | |
| | | | | ← SATURDAY NIGHT → (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 7,000<br>9.0 | 9.9* | | 9.1* | | 7.6* | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 26 | 25 * | | 27 * | | 27 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 10.5 | 9.2 | 8.9 | 9.3 | 8.0 | 6.6 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 52.0 | 48.5 | 41.8 | 38.7 | 35.5 | 32.8 | 29.4 | 27.1 | 24.3 | 22.1 | 18.8 | 16.2 | 13.7 | 11.9 | 10.3 | 9.5 |
| | WK. 2 | 52.3 | 48.4 | 42.7 | 38.2 | 34.6 | 32.4 | 28.9 | 26.3 | 24.1 | 21.8 | 19.3 | 16.7 | 14.7 | 13.1 | 11.0 | 9.7 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.SAT. FEB.7, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SUN. FEB.1, 1981

### WEEK 1

**ABC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | 10,430 13.4 | | | 23,180 29.8 | | | | | | | | | | | |
| Program | ABC WIDE WORLD-SPORTS SUN (4:00-7:28PM) (→OP) | | THOSE AMAZING ANIMALS (7:28-8:00PM)(OP) | | ABC SUNDAY NIGHT MOVIE A WHALE FOR THE KILLING (8:00-10:53PM) (SUS-OP) (SUSTAINING 10:53-10:56PM) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 9,180 11.8 | | | 14,860 19.1 | 18.2* | | 18.7* | | 19.3* | | 19.2* | | 19.4* | | 19.9* |
| SHARE OF AUDIENCE % | | 17 | | | 27 | 26 * | | 26 * | | 27 * | | 27 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 16.2 | 10.8 | 11.1 | 12.6 | 18.1 | 18.3 | 18.5 | 18.9 | 19.3 | 19.3 | 19.2 | 19.2 | 19.3 | 19.5 | 20.0 | 19.7 |

**CBS TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 29,800 38.3 | | | | 19,370 24.9 | | 18,980 24.4 | | 20,850 26.8 | | 20,150 25.9 | | 19,370 24.9 | | | |
| Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE | | JEFFERSONS | | TRAPPER JOHN, M.D. | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 23,880 30.7 | 29.3* | | 32.0* | 17,660 22.7 | | 17,580 22.6 | | 19,060 24.5 | | 18,590 23.9 | | 16,340 21.0 | 21.2* | | 20.8* |
| SHARE OF AUDIENCE % | 45 | 44 * | | 47 * | 33 | | 32 | | 34 | | 34 | | 32 | 31 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 27.6 | 31.1 | 32.4 | 31.6 | 22.5 | 22.9 | 22.2 | 23.0 | 24.1 | 24.9 | 23.7 | 24.1 | 21.4 | 21.0 | 21.3 | 20.4 |

**NBC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 17,660 22.7 | | | | 20,380 26.2 | | | | 22,250 28.6 | | | | | | | |
| Program | DISNEY'S WONDERFUL WORLD THIS IS YOUR LIFE, DONALD DUCK(R) | | | | CHIPS (OP) | | | | BIG EVENT THE GAUNTLET(R) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 14,160 18.2 | 16.5* | | 19.9* | 16,800 21.6 | 21.2* | | 22.1* | 15,950 20.5 | 18.8* | | 20.5* | | 21.3* | | 21.4* |
| SHARE OF AUDIENCE % | 27 | 25 * | | 29 * | 31 | 30 * | | 31 * | 30 | 26 * | | 29 * | | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 15.2 | 17.7 | 19.7 | 20.0 | 21.2 | 21.2 | 22.3 | 21.8 | 18.5 | 19.2 | 20.5 | 20.6 | 21.4 | 21.2 | 21.3 | 21.4 |

### WEEK 2

**ABC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 17,190 22.1 | | | | 26,300 33.8 | | | | | | | | | | | |
| Program | THOSE AMAZING ANIMALS (OP) | | | | ABC SUNDAY NIGHT MOVIE EAST OF EDEN | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 12,910 16.6 | 15.4* | | 17.8* | 18,360 23.6 | 22.5* | | 22.8* | | 23.6* | | 24.2* | | 24.6* | | 23.8* |
| SHARE OF AUDIENCE % | 25 | 24 * | | 26 * | 34 | 32 * | | 32 * | | 33 * | | 34 * | | 35 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | 14.4 | 16.4 | 17.3 | 18.3 | 22.5 | 22.6 | 22.5 | 23.1 | 23.4 | 23.8 | 24.1 | 24.3 | 24.6 | 24.6 | 24.4 | 23.2 |

**CBS TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 27,000 34.7 | | | | 32,910 42.3 | | | | | | | | | | 16,340 21.0 | |
| Program | 60 MINUTES | | | | HOOPER (OP) | | | | | | | | | | ALICE | |
| AVERAGE AUDIENCE (Households (000) & %) | 22,020 28.3 | 26.9* | | 29.8* | 22,720 29.2 | 28.6* | | 30.5* | | 30.1* | | 28.8* | | 27.7* | 15,020 19.3 | |
| SHARE OF AUDIENCE % | 42 | 41 * | | 43 * | 41 | 41 * | | 43 * | | 42 * | | 41 * | | 40 * | 31 | |
| AVG. AUD. BY ¼ HR. % | 25.9 | 27.9 | 29.2 | 30.3 | 28.4 | 28.8 | 30.1 | 30.8 | 30.2 | 30.0 | 29.3 | 28.4 | 29.0 | 26.5 | 19.6 | 19.1 |

**NBC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 12,990 16.7 | | | | 17,120 22.0 | | | | | | | | | | | |
| Program | PROJECT PEACOCK THE BIG STUFFED DOG | | | | BIG EVENT KENT STATE(OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 10,430 13.4 | 12.3* | | 14.6* | 9,410 12.1 | 11.7* | | 11.0* | | 11.7* | | 11.9* | | 12.0* | | 14.5* |
| SHARE OF AUDIENCE % | 20 | 19 * | | 21 * | 17 | 17 * | | 15 * | | 16 * | | 17 * | | 17 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | 11.5 | 13.0 | 14.4 | 14.9 | 11.9 | 11.5 | 11.0 | 10.9 | 11.7 | 11.7 | 11.7 | 12.1 | 11.8 | 12.3 | 14.3 | 14.7 |

**TV HOUSEHOLDS USING TV (See Def. 1)**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 65.2 | 67.3 | 68.2 | 69.2 | 69.3 | 70.4 | 71.1 | 71.7 | 70.8 | 71.7 | 70.9 | 70.6 | 68.4 | 67.0 | 66.4 | 62.8 |
| WK. 2 | 63.3 | 66.4 | 68.3 | 70.1 | 69.5 | 69.9 | 70.4 | 72.1 | 72.2 | 71.9 | 70.9 | 70.5 | 70.7 | 68.3 | 63.7 | 61.1 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



## EVE.SUN. FEB.8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.1, 1981

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 5,680<br>7.3 | | | | | | | | | | | | | | | |
| Program | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,450<br>7.0 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 14 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 7.0 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 7,160<br>9.2 | | | | | | | | | | | | | | | |
| Program | | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,460<br>8.3 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 16 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 8.3 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 2,490<br>3.2 | | | | | | | | | | | | | |
| Program | | | | ← NBC LATE NIGHT MOVIE → COMEDY THEATER (R) (11:30-12:37AM) (SUSTAINING 12:37-1:13AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 1,400<br>1.8 | 1.9* | | 1.8* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 7 | 6 * | | 8 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 2.1 | 1.6 | 1.7 | 1.8 | 1.7 | | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 5,060<br>6.5 | | | | | | | | | | | | | | | |
| Program | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,750<br>6.1 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 13 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 6.1 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 6,920<br>8.9 | | | | | | | | | | | | | | | |
| Program | | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,610<br>8.5 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 17 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 8.5 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 3,270<br>4.2 | | | | | | | | | | | | | |
| Program | | | | ← NBC LATE NIGHT MOVIE → GREATEST HEROES OF THE BIBLE(R) (11:30-1:29AM) (SUSTAINING 1:29-1:31AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 2,100<br>2.7 | 3.1* | | 2.9* | | 2.6* | | 2.1* | | | | | | |
| SHARE OF AUDIENCE | % | | | 12 | 10 * | | 13 * | | 14 * | | 14 * | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 3.1 | 3.1 | 2.9 | 2.9 | 2.7 | 2.4 | 2.1 | 2.0 | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 52.4 | 44.5 | 33.9 | 28.7 | 24.5 | 22.6 | 20.8 | 18.9 | 16.6 | 15.4 | 13.6 | 10.9 | 8.8 | 7.0 | 5.9 | 5.1 |
| | WK. 2 | 49.5 | 42.0 | 33.8 | 28.9 | 24.5 | 21.6 | 19.7 | 18.2 | 15.9 | 13.3 | 10.6 | 8.9 | 7.6 | 6.7 | 5.2 | 4.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.SUN. FEB.8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.26-30, 1981

## WEEK 1

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 5,680<br>7.3 | | | | 6,070<br>7.8 | | | | | | | | | |
| | Program | ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) | | | | | | (S)(OP) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,430<br>5.7 | | | | 5,130<br>6.6 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 29 | | | | 29 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 5.6 | 5.9 | | | 6.7 | 6.6 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | 3,890<br>5.0 | | | 3,420<br>4.4 | | | | | | | | 4,820<br>6.2 | | 5,290<br>6.8 | |
| | Program | ← MORNING-CHARLES KURALT → (CO-OP) (PARTICIPATING) | | | | ← CAPTAIN KANGAROO → (OP) | | | | | | (S)(OP) | | JEFFERSONS M-F | | ALICE-M-F | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 2,490<br>3.2 | | 3.2* | 2,180<br>2.8 | 2.4* | | 3.3* | | | | | 4,050<br>5.2 | | 4,750<br>6.1 | |
| | SHARE OF AUDIENCE % | | 17 | | 16 * | 13 | 11 * | | 14 * | | | | | 23 | | 27 | |
| | AVG. AUD. BY ¼ HR. % | | 3.2 | 3.2 | 3.2 | 2.1 | 2.6 | 3.2 | 3.4 | | | | | 4.8 | 5.5 | 5.8 | 6.3 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 5,210<br>6.7 | | | | 6,380<br>8.2 | | | | | | 3,270<br>4.2 | | 3,420<br>4.4 | |
| | Program | ← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING) | | | | | | (SUS-OP) | | LAS VEGAS GAMBIT | | BLOCKBUSTERS | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,970<br>5.1 | | | | 5,600<br>7.2 | | | | | | 2,800<br>3.6 | | 2,880<br>3.7 | |
| | SHARE OF AUDIENCE % | | | 27 | | | | 31 | | | | | | 16 | | 16 | |
| | AVG. AUD. BY ¼ HR. % | | | 4.9 | 5.3 | | | 7.1 | 7.3 | | | | | 3.6 | 3.5 | 3.7 | 3.8 |

## WEEK 2

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 5,370<br>6.9 | | | | 6,070<br>7.8 | | | | | | | | | |
| | Program | ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,360<br>5.6 | | | | 5,290<br>6.8 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 29 | | | | 31 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 5.6 | 5.6 | | | 6.7 | 6.9 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | 3,970<br>5.1 | | | 3,350<br>4.3 | | | | | | | | 4,980<br>6.4 | | 5,600<br>7.2 | |
| | Program | ← MORNING-CHARLES KURALT → (CO-OP) (PARTICIPATING) | | | | ← CAPTAIN KANGAROO → | | | | | | | | JEFFERSONS M-F (MTUWF)(S)(OP) | | ALICE-M-F (MTUWF)(S)(OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | 2,650<br>3.4 | | 3.4* | 2,180<br>2.8 | 2.7* | | 3.0* | | | | | 4,050<br>5.2 | | 4,900<br>6.3 | |
| | SHARE OF AUDIENCE % | | 18 | | 17 * | 13 | 13 * | | 14 * | | | | | 24 | | 28 | |
| | AVG. AUD. BY ¼ HR. % | | 3.3 | 3.3 | 3.5 | 2.6 | 2.8 | 3.0 | 3.0 | | | | | 4.9 | 5.6 | 6.0 | 6.7 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 5,450<br>7.0 | | | | 5,760<br>7.4 | | | | | | 3,110<br>4.0 | | 3,420<br>4.4 | |
| | Program | ← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING) | | | | | | | | LAS VEGAS GAMBIT | | BLOCKBUSTERS | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 4,200<br>5.4 | | | | 4,750<br>6.1 | | | | | | 2,650<br>3.4 | | 2,880<br>3.7 | |
| | SHARE OF AUDIENCE % | | | 28 | | | | 28 | | | | | | 15 | | 16 | |
| | AVG. AUD. BY ¼ HR. % | | | 5.2 | 5.6 | | | 6.3 | 6.0 | | | | | 3.4 | 3.4 | 3.6 | 3.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 10.5 | 13.4 | 15.5 | 16.9 | 19.1 | 20.7 | 22.2 | 23.3 | 23.8 | 24.3 | 24.1 | 24.0 | 22.7 | 22.8 | 22.8 | 23.3 |
| | WK. 2 | 10.5 | 13.1 | 15.2 | 17.3 | 19.1 | 21.1 | 21.6 | 21.6 | 21.8 | 22.2 | 22.3 | 22.2 | 21.6 | 22.2 | 22.0 | 22.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. FEB.2-6, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.26-30, 1981

| | | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | ABC TV | TOTAL AUDIENCE (Households (000)) | 6,850 | | | | 6,770 | | 6,460 | | 9,340 | | | | 9,340 | | | |
| | | TOTAL AUDIENCE (%) | 8.8 | | | | 8.7 | | 8.3 | | 12.0 | | | | 12.0 | | | |
| | | Program | ← LOVE BOAT DAYTIME → (SUS-OP)>(S)(OP) | | | | FAMILY FEUD (MWTHF)(S)(OP) | | RYAN'S HOPE (MWTHF)(S)(OP)(SUS-OP) | | ← ALL MY CHILDREN → >(S)(OP)(OP) | | | | ← ONE LIFE TO LIVE → (MWTHF)(S)(OP)(SUS-OP) | | | |
| | | AVERAGE AUDIENCE (Households (000)) | 5,060 | | | | 5,680 | | 5,680 | | 7,390 | | | | 7,240 | | | |
| | | AVERAGE AUDIENCE (%) | 6.5 | 6.0* | | 7.0* | 7.3 | | 7.3 | | 9.5 | 9.1* | | 9.9* | 9.3 | 8.7* | | 9.8* |
| | | SHARE OF AUDIENCE % | 26 | 26 * | | 27 * | 26 | | 27 | | 32 | 31 * | | 33 * | 31 | 30 * | | 32 * |
| | | AVG. AUD. BY ¼ HR. % | 5.7 | 6.3 | 6.8 | 7.3 | 7.1 | 7.5 | 7.2 | 7.4 | 8.8 | 9.4 | 9.8 | 9.9 | 8.6 | 8.9 | 9.7 | 10.0 |
| | CBS TV | TOTAL AUDIENCE (Households (000)) | 5,840 | | 6,690 | | | | 5,840 | | 8,010 | | | | 8,400 | | | |
| | | TOTAL AUDIENCE (%) | 7.5 | | 8.6 | | | | 7.5 | | 10.3 | | | | 10.8 | | | |
| | | Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 >(S)(OP)(OP) | | (S)(OP) | | SEARCH FOR TOMORROW (MWTHF)(S)(OP) | | ← YOUNG AND THE RESTLESS → (MWTHF)(S)(OP) | | | | ← AS THE WORLD TURNS → (MWTHF)(S)(OP) | | | |
| | | AVERAGE AUDIENCE (Households (000)) | 5,060 | | 5,990 | | | | 5,130 | | 6,220 | | | | 6,920 | | | |
| | | AVERAGE AUDIENCE (%) | 6.5 | | 7.7 | | | | 6.6 | | 8.0 | 7.6* | | 8.3* | 8.9 | 8.6* | | 9.1* |
| | | SHARE OF AUDIENCE % | 27 | | 30 | | | | 24 | | 28 | 26 * | | 29 * | 30 | 30 * | | 30 * |
| | | AVG. AUD. BY ¼ HR. % | 6.2 | 6.8 | 7.6 | 7.9 | | | 6.5 | 6.7 | 7.4 | 7.8 | 8.1 | 8.5 | 8.4 | 8.9 | 9.1 | 9.1 |
| | NBC TV | TOTAL AUDIENCE (Households (000)) | 4,590 | | 4,280 | | 2,880 | | 3,970 | | 6,070 | | | | 5,130 | | | |
| | | TOTAL AUDIENCE (%) | 5.9 | | 5.5 | | 3.7 | | 5.1 | | 7.8 | | | | 6.6 | | | |
| | | Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS (MWTHF)(S)(OP) | | DOCTORS (MWTHF)>(S)(OP)(SUS-OP) | | ← DAYS OF OUR LIVES → (SUS-OP) | | | | ← ANOTHER WORLD → (MWTHF)(S)(OP) | | | |
| | | AVERAGE AUDIENCE (Households (000)) | 3,970 | | 3,580 | | 2,410 | | 3,190 | | 4,510 | | | | 4,050 | | | |
| | | AVERAGE AUDIENCE (%) | 5.1 | | 4.6 | | 3.1 | | 4.1 | | 5.8 | 6.0* | | 5.6* | 5.2 | 5.2* | | 5.2* |
| | | SHARE OF AUDIENCE % | 21 | | 18 | | 11 | | 15 | | 19 | 20 * | | 19 * | 18 | 18 * | | 17 * |
| | | AVG. AUD. BY ¼ HR. % | 5.0 | 5.2 | 4.5 | 4.7 | 3.1 | 3.2 | 4.1 | 4.2 | 5.9 | 6.1 | 5.6 | 5.6 | 5.1 | 5.2 | 5.2 | 5.1 |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (Households (000)) | 6,540 | | | | 6,920 | | 7,310 | | 10,040 | | | | 9,800 | | | |
| | | TOTAL AUDIENCE (%) | 8.4 | | | | 8.9 | | 9.4 | | 12.9 | | | | 12.6 | | | |
| | | Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN → (OP) | | | | ← ONE LIFE TO LIVE → (SUS-OP) | | | |
| | | AVERAGE AUDIENCE (Households (000)) | 4,980 | | | | 5,910 | | 6,300 | | 8,010 | | | | 7,550 | | | |
| | | AVERAGE AUDIENCE (%) | 6.4 | 6.1* | | 6.7* | 7.6 | | 8.1 | | 10.3 | 9.8* | | 10.7* | 9.7 | 9.6* | | 9.8* |
| | | SHARE OF AUDIENCE % | 26 | 26 * | | 27 * | 28 | | 30 | | 35 | 34 * | | 36 * | 32 | 32 * | | 32 * |
| | | AVG. AUD. BY ¼ HR. % | 5.8 | 6.3 | 6.6 | 6.9 | 7.3 | 7.9 | 8.1 | 8.2 | 9.5 | 10.1 | 10.5 | 10.8 | 9.7 | 9.5 | 9.6 | 9.9 |
| | CBS TV | TOTAL AUDIENCE (Households (000)) | 6,300 | | 7,160 | | | | 5,680 | | 8,010 | | | | 8,170 | | | |
| | | TOTAL AUDIENCE (%) | 8.1 | | 9.2 | | | | 7.3 | | 10.3 | | | | 10.5 | | | |
| | | Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | |
| | | AVERAGE AUDIENCE (Households (000)) | 5,520 | | 6,380 | | | | 4,900 | | 6,220 | | | | 6,610 | | | |
| | | AVERAGE AUDIENCE (%) | 7.1 | | 8.2 | | | | 6.3 | | 8.0 | 7.7* | | 8.2* | 8.5 | 8.3* | | 8.6* |
| | | SHARE OF AUDIENCE % | 30 | | 33 | | | | 23 | | 27 | 27 * | | 28 * | 28 | 28 * | | 28 * |
| | | AVG. AUD. BY ¼ HR. % | 6.8 | 7.3 | 7.9 | 8.4 | | | 6.3 | 6.3 | 7.6 | 7.8 | 8.1 | 8.4 | 8.1 | 8.4 | 8.6 | 8.7 |
| | NBC TV | TOTAL AUDIENCE (Households (000)) | 4,430 | | 4,120 | | 2,800 | | 3,810 | | 5,990 | | | | 5,680 | | | |
| | | TOTAL AUDIENCE (%) | 5.7 | | 5.3 | | 3.6 | | 4.9 | | 7.7 | | | | 7.3 | | | |
| | | Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| | | AVERAGE AUDIENCE (Households (000)) | 3,890 | | 3,730 | | 2,330 | | 3,270 | | 4,510 | | | | 4,510 | | | |
| | | AVERAGE AUDIENCE (%) | 5.0 | | 4.8 | | 3.0 | | 4.2 | | 5.8 | 5.5* | | 6.1* | 5.8 | 5.8* | | 5.8* |
| | | SHARE OF AUDIENCE % | 21 | | 19 | | 11 | | 15 | | 20 | 19 * | | 21 * | 19 | 19 * | | 19 * |
| | | AVG. AUD. BY ¼ HR. % | 4.9 | 5.1 | 4.8 | 4.8 | 3.0 | 3.1 | 4.2 | 4.2 | 5.4 | 5.6 | 6.0 | 6.1 | 5.8 | 5.7 | 5.8 | 5.9 |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK. 1 | 23.7 | 25.0 | 25.8 | 27.3 | 28.8 | 29.9 | 28.9 | 29.0 | 29.2 | 29.4 | 29.2 | 29.4 | 29.7 | 31.1 | 31.5 | 32.6 |
| | | WK. 2 | 23.3 | 24.1 | 24.5 | 25.7 | 27.4 | 28.8 | 27.6 | 27.8 | 28.4 | 28.9 | 28.8 | 29.7 | 29.6 | 30.5 | 30.8 | 31.3 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. FEB.2-6, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY MON.-FRI. JAN.26-30, 1981

### WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 11,510 | | | | 4,590 | | | | | | | | | | 12,530 | |
| TOTAL AUDIENCE (%) | 14.8 | | | | 5.9 | | | | | | | | | | 16.1 | |
| Program | GENERAL HOSPITAL (MWTHF)(SUS-OP) → | | | | EDGE OF NIGHT (MTUWF)(SUS-OP) | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000)) | 9,180 | | | | 3,970 | | | | | | | | | | 10,970 | |
| AVERAGE AUDIENCE (%) | 11.8 | 11.4* | | 12.3* | 5.1 | | | | | | | | | | 14.1 | |
| SHARE OF AUDIENCE % | 36 | 36 * | | 36 * | 15 | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 11.0 | 11.8 | 12.2 | 12.3 | 5.3 | 5.0 | | | | | | | | | 13.9 | 14.2 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 8,560 | | | | 4,820 | | | | | | | | | | 15,170 | |
| TOTAL AUDIENCE (%) | 11.0 | | | | 6.2 | | | | | | | | | | 19.5 | |
| Program | GUIDING LIGHT (MWTHF)(OP) (S)(OP) → | | | | ONE DAY AT A TIME-M-F (MTUWF)(SUS-OP) | | | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| AVERAGE AUDIENCE (Households (000)) | 6,920 | | | | 3,970 | | | | | | | | | | 13,540 | |
| AVERAGE AUDIENCE (%) | 8.9 | 8.8* | | 9.0* | 5.1 | | | | | | | | | | 17.4 | |
| SHARE OF AUDIENCE % | 27 | 28 * | | 27 * | 15 | | | | | | | | | | 28 | |
| AVG. AUD. BY ¼ HR. % | 8.8 | 8.9 | 9.0 | 9.1 | 4.8 | 5.3 | | | | | | | | | 17.4 | 17.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 5,600 | | | | | | | | | | | | | | 12,600 | |
| TOTAL AUDIENCE (%) | 7.2 | | | | | | | | | | | | | | 16.2 | |
| Program | TEXAS >(S)(OP) (SUS-OP) → | | | | | (SUS-OP) | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000)) | 4,200 | | | | | | | | | | | | | | 11,360 | |
| AVERAGE AUDIENCE (%) | 5.4 | | | | | | | | | | | | | | 14.6 | |
| SHARE OF AUDIENCE % | 16 | | | | | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 5.1 | | | | | | | | | | | | | | 14.4 | 14.8 |

### WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 11,200 | | | | 4,980 | | | | | | | | | | 11,440 | |
| TOTAL AUDIENCE (%) | 14.4 | | | | 6.4 | | | | | | | | | | 14.7 | |
| Program | GENERAL HOSPITAL (SUS-OP) → | | | | EDGE OF NIGHT | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000)) | 9,180 | | | | 4,430 | | | | | | | | | | 10,190 | |
| AVERAGE AUDIENCE (%) | 11.8 | 11.4* | | 12.2* | 5.7 | | | | | | | | | | 13.1 | |
| SHARE OF AUDIENCE % | 35 | 36 * | | 35 * | 16 | | | | | | | | | | 21 | |
| AVG. AUD. BY ¼ HR. % | 11.0 | 11.7 | 12.0 | 12.4 | 5.8 | 5.5 | | | | | | | | | 12.9 | 13.2 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 8,480 | | | | 4,200 | | | | | | | | | | 14,080 | |
| TOTAL AUDIENCE (%) | 10.9 | | | | 5.4 | | | | | | | | | | 18.1 | |
| Program | GUIDING LIGHT (OP) → | | | | ONE DAY AT A TIME-M-F (MWTHF)(S)(OP) | | | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| AVERAGE AUDIENCE (Households (000)) | 6,610 | | | | 3,580 | | | | | | | | | | 12,760 | |
| AVERAGE AUDIENCE (%) | 8.5 | 8.3* | | 8.8* | 4.6 | | | | | | | | | | 16.4 | |
| SHARE OF AUDIENCE % | 25 | 26 * | | 25 * | 13 | | | | | | | | | | 26 | |
| AVG. AUD. BY ¼ HR. % | 8.3 | 8.3 | 8.6 | 9.0 | 4.3 | 4.9 | | | | | | | | | 16.2 | 16.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 5,760 | | | | | | | | | | | | | | 12,370 | |
| TOTAL AUDIENCE (%) | 7.4 | | | | | | | | | | | | | | 15.9 | |
| Program | TEXAS → | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000)) | 4,430 | | | | | | | | | | | | | | 11,200 | |
| AVERAGE AUDIENCE (%) | 5.7 | 5.6* | | 5.9* | | | | | | | | | | | 14.4 | |
| SHARE OF AUDIENCE % | 17 | 17 * | | 17 * | | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 5.5 | 5.6 | 5.8 | 6.0 | | | | | | | | | | | 14.1 | 14.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 33.2 | 34.4 | 34.5 | 35.6 | 35.6 | 37.6 | 38.9 | 41.6 | 44.1 | 46.8 | 49.3 | 52.7 | 56.9 | 59.7 | 61.1 | 62.1 |
| WK. 2 | 31.5 | 33.0 | 34.2 | 36.2 | 35.7 | 37.4 | 38.9 | 41.3 | 43.2 | 46.0 | 48.4 | 52.0 | 56.3 | 59.7 | 60.7 | 62.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. FEB.2-6, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.31, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,500<br>4.5 | | 4,280<br>5.5 | | 6,300<br>8.1 | | 7,620<br>9.8 | | 8,250<br>10.6 | | 7,080<br>9.1 | |
| Program | | | | | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 (OP) | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,800<br>3.6 | | 3,890<br>5.0 | | 5,130<br>6.6 | | 6,380<br>8.2 | | 7,080<br>9.1 | | 6,300<br>8.1 | |
| SHARE OF AUDIENCE % | | | | | 29 | | 30 | | 29 | | 31 | | 32 | | 28 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.0 | 4.1 | 4.6 | 5.4 | 6.0 | 7.2 | 8.0 | 8.3 | 9.2 | 8.9 | 8.4 | 7.9 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,960<br>3.8 | | 4,590<br>5.9 | | 7,080<br>9.1 | | 8,170<br>10.5 | | 8,640<br>11.1 | | 8,710<br>11.2 | |
| Program | | | | | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,260<br>2.9 | | 3,580<br>4.6 | | 5,840<br>7.5 | | 7,080<br>9.1 | | 7,550<br>9.7 | | 7,470<br>9.6 | |
| SHARE OF AUDIENCE % | | | | | 21 | | 26 | | 33 | | 34 | | 34 | | 33 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.6 | 3.2 | 4.4 | 4.9 | 6.8 | 8.1 | 9.0 | 9.3 | 9.2 | 10.3 | 9.6 | 9.6 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,880<br>3.7 | | 3,660<br>4.7 | | 3,810<br>4.9 | | 4,820<br>6.2 | | 5,290<br>6.8 | | 5,990<br>7.7 | |
| Program | | | | | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,180<br>2.8 | | 2,650<br>3.4 | | 2,960<br>3.8 | | 3,890<br>5.0 | | 4,360<br>5.6 | | 4,820<br>6.2 | |
| SHARE OF AUDIENCE % | | | | | 22 | | 20 | | 17 | | 19 | | 20 | | 21 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.6 | 2.9 | 3.4 | 3.5 | 3.7 | 4.0 | 4.7 | 5.4 | 5.5 | 5.6 | 6.1 | 6.4 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 4,120<br>5.3 | | 4,670<br>6.0 | | 6,460<br>8.3 | | 7,940<br>10.2 | | 9,020<br>11.6 | | 7,940<br>10.2 | |
| Program | | | | | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 (OP) | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,350<br>4.3 | | 4,120<br>5.3 | | 5,910<br>7.6 | | 6,920<br>8.9 | | 7,860<br>10.1 | | 6,850<br>8.8 | |
| SHARE OF AUDIENCE % | | | | | 30 | | 28 | | 32 | | 34 | | 35 | | 31 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.6 | 5.0 | 5.1 | 5.5 | 7.2 | 8.0 | 8.3 | 9.4 | 10.1 | 10.0 | 8.8 | 8.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,270<br>4.2 | | 5,840<br>7.5 | | 6,850<br>8.8 | | 8,090<br>10.4 | | 8,090<br>10.4 | | 7,940<br>10.2 | |
| Program | | | | | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,330<br>3.0 | | 4,360<br>5.6 | | 5,910<br>7.6 | | 6,540<br>8.4 | | 7,310<br>9.4 | | 7,000<br>9.0 | |
| SHARE OF AUDIENCE % | | | | | 20 | | 29 | | 32 | | 32 | | 33 | | 31 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.5 | 3.4 | 5.1 | 6.1 | 7.0 | 8.1 | 8.3 | 8.6 | 9.1 | 9.6 | 9.0 | 8.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,030<br>3.9 | | 4,280<br>5.5 | | 4,280<br>5.5 | | 5,450<br>7.0 | | 4,670<br>6.0 | | 5,210<br>6.7 | |
| Program | | | | | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,490<br>3.2 | | 3,350<br>4.3 | | 3,660<br>4.7 | | 4,200<br>5.4 | | 3,890<br>5.0 | | 4,120<br>5.3 | |
| SHARE OF AUDIENCE % | | | | | 23 | | 23 | | 20 | | 21 | | 17 | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.1 | 3.4 | 4.2 | 4.4 | 4.7 | 4.7 | 5.5 | 5.3 | 5.1 | 4.9 | 5.1 | 5.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 5.4 | 7.0 | 7.5 | 9.6 | 12.4 | 15.1 | 16.9 | 18.8 | 21.4 | 24.4 | 25.9 | 27.3 | 27.8 | 29.1 | 29.1 | 28.6 |
| WK. 2 | 6.6 | 7.5 | 9.1 | 10.9 | 13.7 | 16.3 | 18.5 | 20.4 | 22.9 | 24.7 | 26.0 | 26.9 | 28.2 | 28.8 | 28.5 | 29.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SAT. FEB.7, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 31, 1981

## WEEK 1

### ABC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 5,760 | | 5,760 | | 5,760 | | 7,160 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 7.4 | | 7.4 | | 7.4 | | 9.2 | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS MAYDAY MAYDAY, PART 2 | | ← AMERICAN BANDSTAND '81 → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,900 | | 4,820 | | 4,900 | | 4,670 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 6.3 | | 6.2 | | 6.3 | | 6.0 | 5.8* | | 6.3* | | | | | | |
| SHARE OF AUDIENCE % | 23 | | 23 | | 22 | | 19 | 19 * | | 20 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.2 | 6.3 | 6.1 | 6.3 | 6.0 | 6.7 | 5.6 | 5.9 | 6.3 | 6.4 | | | | | | |

### CBS TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 8,640 | | 6,690 | | 7,310 | | 7,780 | | 7,310 | | 4,900 | | | | | |
| TOTAL AUDIENCE (%) | 11.1 | | 8.6 | | 9.4 | | 10.0 | | 9.4 | | 6.3 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,310 | | 5,520 | | 6,070 | | 6,460 | | 6,460 | | 4,200 | | | | | |
| AVERAGE AUDIENCE (%) | 9.4 | | 7.1 | | 7.8 | | 8.3 | | 8.3 | | 5.4 | | | | | |
| SHARE OF AUDIENCE % | 34 | | 26 | | 26 | | 27 | | 27 | | 18 | | | | | |
| AVG. AUD. BY ¼ HR. % | 9.5 | 9.2 | 7.4 | 6.8 | 7.4 | 8.2 | 8.3 | 8.3 | 8.5 | 8.2 | 5.4 | 5.4 | | | | |

### NBC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 5,680 | | 4,980 | | 4,820 | | 3,500 | | | | 11,510 | | | | | |
| TOTAL AUDIENCE (%) | 7.3 | | 6.4 | | 6.2 | | 4.5 | | | | 14.8 | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | ← NCAA BASKETBALL-NAT'L → KENTUCKY VS GEORGIA, GEORGETOWN VS NEVADA-LAS VEGAS (1:30-4:00PM) | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,670 | | 4,280 | | 4,050 | | 2,800 | | | | 5,210 | | | | | |
| AVERAGE AUDIENCE (%) | 6.0 | | 5.5 | | 5.2 | | 3.6 | | | | 6.7 | 4.8* | | 5.6* | | 6.3* |
| SHARE OF AUDIENCE % | 21 | | 20 | | 17 | | 12 | | | | 20 | 16 * | | 19 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 6.4 | 5.7 | 5.5 | 5.5 | 5.3 | 5.1 | 3.8 | 3.4 | | | 4.6 | 5.0 | 5.8 | 5.4 | 6.0 | 6.7 |

## WEEK 2

### ABC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 7,160 | | 6,380 | | 6,770 | | 7,470 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 9.2 | | 8.2 | | 8.7 | | 9.6 | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS SCRUFFY, PART 1 | | ← AMERICAN BANDSTAND '81 → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,990 | | 5,450 | | 5,680 | | 4,430 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 7.7 | | 7.0 | | 7.3 | | 5.7 | 6.0* | | 5.4* | | | | | | |
| SHARE OF AUDIENCE % | 27 | | 25 | | 24 | | 18 | 19 * | | 17 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.9 | 7.4 | 7.2 | 6.9 | 6.9 | 7.8 | 6.1 | 5.9 | 5.6 | 5.2 | | | | | | |

### CBS TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 7,550 | | 6,460 | | 6,610 | | 7,160 | | 7,390 | | 5,130 | | | | | |
| TOTAL AUDIENCE (%) | 9.7 | | 8.3 | | 8.5 | | 9.2 | | 9.5 | | 6.6 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,380 | | 5,600 | | 5,520 | | 5,910 | | 6,460 | | 4,200 | | | | | |
| AVERAGE AUDIENCE (%) | 8.2 | | 7.2 | | 7.1 | | 7.6 | | 8.3 | | 5.4 | | | | | |
| SHARE OF AUDIENCE % | 29 | | 24 | | 24 | | 25 | | 27 | | 17 | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.7 | 7.7 | 7.3 | 7.1 | 7.3 | 7.0 | 7.3 | 8.0 | 8.3 | 8.3 | 5.9 | 4.9 | | | | |

### NBC TV

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 5,290 | | 5,370 | | 4,430 | | 3,730 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 6.8 | | 6.9 | | 5.7 | | 4.8 | | | | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,510 | | 4,670 | | 3,810 | | 3,030 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 5.8 | | 6.0 | | 4.9 | | 3.9 | | | | | | | | | |
| SHARE OF AUDIENCE % | 21 | | 21 | | 16 | | 13 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.7 | 5.9 | 5.8 | 6.2 | 4.8 | 4.9 | 4.0 | 3.7 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 27.8 | 27.7 | 27.3 | 27.7 | 29.0 | 31.0 | 31.4 | 31.3 | 30.7 | 31.7 | 30.8 | 30.6 | 30.3 | 30.8 | 31.5 | 33.6 |
| WK. 2 | 28.8 | 28.7 | 29.1 | 29.6 | 30.1 | 30.4 | 29.8 | 30.7 | 30.8 | 31.7 | 31.5 | 31.0 | 30.1 | 30.4 | 30.6 | 31.7 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SAT. FEB. 7, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.31, 1981

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | 11,900 | | | | | | 19,840 | | | | | | | |
| TOTAL AUDIENCE (%) | | | 15.3 | | | | | | 25.5 | | | | | | | |
| Program | | | ← PRO BOWLERS TOUR → | | | | | | ← ABC WIDE WORLD-SPORTS SAT → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 7,240 | | | | | | 11,200 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 9.3 | 8.4* | | 9.6* | | 9.9* | 14.4 | 12.5* | | 15.3* | | 15.5* | | |
| SHARE OF AUDIENCE % | | | 23 | 21 * | | 24 * | | 24 * | 29 | 29 * | | 31 * | | 28 * | | |
| AVG. AUD. BY ¼ HR. % | | | 8.1 | 8.7 | 9.6 | 9.6 | 9.9 | 9.9 | 12.0 | 13.1 | 15.0 | 15.5 | 15.9 | 15.2 | | |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | 10,040 | | | | | | 10,270 | | | | | | 7,940 | |
| TOTAL AUDIENCE (%) | | | 12.9 | | | | | | 13.2 | | | | | | 10.2 | |
| Program | | | ← CBS SPORTS SPECTACULAR → | | | | | | ← BING CROSBY-PRO-AM-SAT → | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000)) | | | 5,130 | | | | | | 4,980 | | | | | | 7,000 | |
| AVERAGE AUDIENCE (%) | | | 6.6 | 5.9* | | 6.8* | | 7.2* | 6.4 | 6.1* | | 6.3* | | 6.6* | 9.0 | |
| SHARE OF AUDIENCE % | | | 16 | 15 * | | 17 * | | 17 * | 14 | 15 * | | 14 * | | 13 * | 16 | |
| AVG. AUD. BY ¼ HR. % | | | 5.8 | 5.9 | 6.6 | 7.0 | 7.2 | 7.1 | 6.3 | 5.9 | 6.4 | 6.3 | 6.7 | 6.4 | 8.5 | 9.5 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | | 8,250 | | | | | | | | | 10,430 | |
| TOTAL AUDIENCE (%) | | | | | | 10.6 | | | | | | | | | 13.4 | |
| Program | ← NCAA BASKETBALL-NAT'L → KENTUCKY VS GEORGIA GEORGETOWN VS NEVADA-LAS VEGAS (1:30-4:00PM) | | | | | ← NCAA BASKETBALL GAME-SAT. → VARIOUS TEAMS AND TIMES~ (4:00-5:52PM) | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | 3,890 | | | | | | | | | 9,340 | |
| AVERAGE AUDIENCE (%) | | 8.5* | | 8.3* | | 5.0 | | 4.5* | | 5.2* | | | | | 12.0 | |
| SHARE OF AUDIENCE % | | 24 * | | 22 * | | 12 | | 12 * | | 13 * | | | | | 21 | |
| AVG. AUD. BY ¼ HR. % | 8.0 | 9.0 | 8.8 | 7.8 | | 4.8 | 4.3 | 4.7 | 5.1 | 5.3 | 5.8 | | | | 12.0 | 12.0 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | 12,530 | | | | | | 19,530 | | | | | | | |
| TOTAL AUDIENCE (%) | | | 16.1 | | | | | | 25.1 | | | | | | | |
| Program | | | ← PRO BOWLERS TOUR → | | | | | | ← ABC WIDE WORLD-SPORTS SAT → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 7,620 | | | | | | 11,130 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 9.8 | 8.3* | | 9.9* | | 11.2* | 14.3 | 13.5* | | 15.1* | | 14.5* | | |
| SHARE OF AUDIENCE % | | | 25 | 22 * | | 25 * | | 26 * | 29 | 30 * | | 31 * | | 27 * | | |
| AVG. AUD. BY ¼ HR. % | | | 7.9 | 8.7 | 9.7 | 10.1 | 11.1 | 11.2 | 12.9 | 14.1 | 15.5 | 14.6 | 14.4 | 14.5 | | |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 8,010 | | | | 7,310 | | | | | | 10,810 | |
| TOTAL AUDIENCE (%) | | | | | 10.3 | | | | 9.4 | | | | | | 13.9 | |
| Program | | | | | ← CBS SPORTS SPECTACULAR → | | | | ← ANDY WILLIAMS GOLF-SAT → | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 5,130 | | | | 4,200 | | | | | | 9,180 | |
| AVERAGE AUDIENCE (%) | | | | | 6.6 | 6.9* | | 6.4* | 5.4 | 5.2* | | 5.5* | | | 11.8 | |
| SHARE OF AUDIENCE % | | | | | 16 | 18 * | | 15 * | 12 | 12 * | | 12 * | | | 21 | |
| AVG. AUD. BY ¼ HR. % | | | | | 6.5 | 7.3 | 6.9 | 5.8 | 5.6 | 4.9 | 5.4 | 5.6 | | | 11.3 | 12.4 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | 8,790 | | | | | | | | | | | | 8,870 | |
| TOTAL AUDIENCE (%) | | | 11.3 | | | | | | | | | | | | 11.4 | |
| Program | | | ← NCAA BASKETBALL GAME-SAT. → VARIOUS TEAMS AND TIMES ~ (3:30-5:43PM) | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,580 | | | | | | | | | | | | 7,620 | |
| AVERAGE AUDIENCE (%) | | | 4.6 | 4.2* | | 4.0* | | 4.3* | | 5.8* | | | | | 9.8 | |
| SHARE OF AUDIENCE % | | | 11 | 12 * | | 10 * | | 10 * | | 13 * | | | | | 17 | |
| AVG. AUD. BY ¼ HR. % | | | 4.2 | 4.2 | 3.9 | 4.1 | 4.2 | 4.5 | 5.8 | 5.8 | | | | | 9.9 | 9.7 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 34.9 | 37.0 | 38.9 | 39.9 | 40.2 | 40.8 | 41.9 | 42.1 | 43.0 | 44.6 | 48.5 | 51.1 | 53.7 | 55.7 | 56.6 | 58.5 |
| WK. 2 | 33.9 | 35.5 | 36.5 | 37.8 | 38.5 | 41.0 | 42.7 | 43.7 | 44.8 | 46.2 | 46.7 | 49.4 | 52.9 | 55.0 | 56.8 | 58.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A



DAY SAT. FEB.7, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.1, 1981

## WEEK 1

**ABC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 3,030<br>3.9 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,410<br>3.1 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 12 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.9 | 3.3 |

**CBS TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 470<br>.6 | | | | 6,460<br>8.3 | | | | | | | |
| Program | | | | | THREE ROBONIC STOOGES (OP) | | | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 310<br><< | | | | 3,810<br>4.9 | 4.0* | | 5.3* | | 5.4* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 24 | 23 * | | 25 * | | 23 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | << | .6 | | | 3.4 | 4.5 | 5.1 | 5.4 | 5.6 | 5.2 | | |

**NBC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## WEEK 2

**ABC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 3,500<br>4.5 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,800<br>3.6 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 13 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 3.4 | 3.9 |

**CBS TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 700<br>.9 | | 930<br>1.2 | | 7,390<br>9.5 | | | | | | | |
| Program | | | | | THREE ROBONIC STOOGES (OP) | | JASON OF STAR COMMAND (OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 700<br>.9 | | 780<br>1.0 | | 4,430<br>5.7 | 4.8* | | 6.2* | | 6.1* | | |
| SHARE OF AUDIENCE % | | | | | 11 | | 8 | | 26 | 27 * | | 28 * | | 24 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | .9 | .9 | .9 | 1.2 | 4.5 | 5.2 | 5.8 | 6.5 | 6.3 | 5.8 | | |

**NBC TV**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

**TV HOUSEHOLDS USING TV (See Def. 1)**

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 3.9 | 4.8 | 5.7 | 6.9 | 8.8 | 10.7 | 13.3 | 15.6 | 18.1 | 20.0 | 21.5 | 22.1 | 23.3 | 24.4 | 25.4 | 27.0 |
| WK. 2 | 3.5 | 4.7 | 5.6 | 6.9 | 8.3 | 10.4 | 12.4 | 15.1 | 17.9 | 19.9 | 22.5 | 24.1 | 26.4 | 27.2 | 27.8 | 29.1 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. FEB.8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.1, 1981

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 3,190<br>4.1 | | 3,030<br>3.9 | | 4,360<br>5.6 | | | | | | | | 11,510<br>14.8 | | | |
| Program | KIDS ARE PEOPLE TOO II (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | DIRECTIONS (SUS) | | | | | | ← SUPERSTARS → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,490<br>3.2 | | 2,410<br>3.1 | | 3,730<br>4.8 | | | | | | | | 6,920<br>8.9 | 8.1* | | 9.8* |
| SHARE OF AUDIENCE % | 11 | | 11 | | 15 | | | | | | | | 21 | 20 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | 3.2 | 3.2 | 3.1 | 3.1 | 4.7 | 4.8 | | | | | | | 7.1 | 9.0 | 9.4 | 10.2 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,050<br>5.2 | | | | | | 15,870<br>20.4 | | | | | | | |
| Program | | | FACE THE NATION | | | | | | ← NBA ALLSTAR GAME EAST VS WEST (1:00-3:43PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,190<br>4.1 | | | | | | 7,160<br>9.2 | 8.7* | | 9.9* | | 9.1* | | 9.0* |
| SHARE OF AUDIENCE % | | | 15 | | | | | | 23 | 24 * | | 26 * | | 23 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | 4.1 | 4.1 | | | | | 8.1 | 9.3 | 9.8 | 9.9 | 9.2 | 9.0 | 8.9 | 9.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 5,370<br>6.9 | | 9,490<br>12.2 | | | | | | 11,590<br>14.9 | |
| Program | | | | | | | MEET THE PRESS | | ← SPORTSWORLD → | | | | | | NCAA BASKETBALL GAME-SUN. SYRACUSE VS DE PAUL (2:30-4:30PM) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 4,120<br>5.3 | | 4,980<br>6.4 | 5.7* | | 6.8* | | 6.9* | 5,290<br>6.8 | 6.0* |
| SHARE OF AUDIENCE % | | | | | | | 16 | | 17 | 16 * | | 18 * | | 18 * | 16 | 14 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | 5.2 | 5.5 | 5.2 | 6.1 | 6.4 | 7.2 | 7.1 | 6.6 | 6.4 | 5.6 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 3,890<br>5.0 | | 3,580<br>4.6 | | 3,890<br>5.0 | | | | | | | | 10,270<br>13.2 | | | |
| Program | KIDS ARE PEOPLE TOO II (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | DIRECTIONS (SUS) | | | | | | ← SUPERSTARS (2:00-3:15PM) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,030<br>3.9 | | 2,650<br>3.4 | | 3,270<br>4.2 | | | | | | | | 5,680<br>7.3 | 5.8* | | 8.0* |
| SHARE OF AUDIENCE % | 13 | | 11 | | 13 | | | | | | | | 18 | 15 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 3.7 | 4.1 | 3.1 | 3.6 | 4.4 | 4.1 | | | | | | | 5.4 | 6.3 | 7.7 | 8.2 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,590<br>5.9 | | | | | | 11,900<br>15.3 | | | | | | | |
| Program | | | FACE THE NATION | | | | | | ← NBA ON CBS LOS ANGELES VS PHILADELPHIA (1:00-3:17PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,660<br>4.7 | | | | | | 5,210<br>6.7 | 6.1* | | 7.1* | | 6.6* | | 6.6* |
| SHARE OF AUDIENCE % | | | 17 | | | | | | 18 | 18 * | | 19 * | | 17 * | | 16 * |
| AVG. AUD. BY ¼ HR. % | | | 4.5 | 4.8 | | | | | 5.8 | 6.4 | 6.8 | 7.4 | 6.7 | 6.5 | 6.2 | 7.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 4,980<br>6.4 | | 3,660<br>4.7 | | | | 12,600<br>16.2 | | | |
| Program | | | | | | | MEET THE PRESS | | ← TOMORROW'S CHAMPIONS → | | | | ← NCAA BASKETBALL GAME-SUN UCLA VS NOTRE DAME (2:00-4:03PM) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 3,730<br>4.8 | | 2,410<br>3.1 | 2.8* | | 3.3* | 6,770<br>8.7 | 7.8* | | 8.2* |
| SHARE OF AUDIENCE % | | | | | | | 15 | | 9 | 8 * | | 9 * | 21 | 20 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | 4.8 | 4.8 | 2.5 | 3.1 | 3.4 | 3.2 | 7.4 | 8.2 | 8.8 | 7.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 28.0 | 27.9 | 28.4 | 29.8 | 30.4 | 32.1 | 33.7 | 35.2 | 35.2 | 36.1 | 37.6 | 39.7 | 39.2 | 40.1 | 41.7 | 42.9 |
| WK. 2 | 29.4 | 29.8 | 29.9 | 30.2 | 31.4 | 31.8 | 32.1 | 32.9 | 34.2 | 35.9 | 37.6 | 39.0 | 39.8 | 41.1 | 41.3 | 40.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. FEB.8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.1, 1981

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 12,290<br>15.8 | | | | 28,710<br>36.9 | | | | | | | | | | | |
| Program | ← INT'L CHAMPIONSHIP BOXING → | | | | ← ABC WIDE WORLD-SPORTS SUN (4:00-7:28PM) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,640<br>11.1 | 10.9* | | 11.3* | 14,160<br>18.2 | 14.8* | | 17.9* | | 20.0* | | 19.3* | | 20.0* | | 19.7* |
| SHARE OF AUDIENCE % | 24 | 24 * | | 23 * | 34 | 32 * | | 37 * | | 40 * | | 36 * | | 35 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 10.6 | 11.1 | 10.8 | 11.8 | 14.1 | 15.5 | 17.6 | 18.3 | 19.7 | 20.3 | 19.7 | 19.0 | 20.0 | 19.9 | 20.2 | 19.2 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | 5,910<br>7.6 | 11,280<br>14.5 | | | | | | | | | | | 11,360<br>14.6 | |
| Program | | NBA ALLSTAR GAME EAST VS WEST (1:00-3:43PM) (+OP) | | (1) (OP) (+OP) | ← BING CROSBY-PRO-AM-SUN (3:58-6:00PM)(OP) → | | | | | | | | | | CBS EVENING NEWS-DEAN | |
| AVERAGE AUDIENCE (Households (000) & %) | | 9.0* | 5,680<br>7.3 | 5,450<br>7.0 | | 6.1* | | 6.7* | | 7.1* | | 8.1* | | | 9,650<br>12.4 | |
| SHARE OF AUDIENCE % | | 21 * | 16 | 14 | | 13 * | | 14 * | | 14 * | | 15 * | | | 20 | |
| AVG. AUD. BY ¼ HR. % | 9.0 | 9.0 | 8.5 | 6.4 | 5.9 | 6.3 | 6.5 | 6.8 | 7.0 | 7.2 | 8.2 | 8.1 | | | 11.8 | 13.1 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 9,180<br>11.8 | |
| Program | ← NCAA BASKETBALL GAME-SUN. SYRACUSE VS DE PAUL (2:30-4:30PM) → | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SUN. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5.9* | | 7.2* | | 8.2* | | | | | | | | | 7,780<br>10.0 | |
| SHARE OF AUDIENCE % | | 14 * | | 16 * | | 18 * | | | | | | | | | 16 | |
| AVG. AUD. BY ¼ HR. % | 5.9 | 6.0 | 6.1 | 8.4 | 8.7 | 7.8 | | | | | | | | | [illegible] | [illegible] |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | 11,670<br>15.0 | | | | | 17,190<br>22.1 | | | | | | | | 11,360<br>14.6 | |
| Program | (2) | ← INT'L CHAMPIONSHIP BOXING → | | | | | ← ABC WIDE WORLD-SPORTS SUN → | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,920<br>8.9 | | 8.5* | | 9.4* | 9,490<br>12.2 | 10.4* | | 12.2* | | 13.9* | | | 9,800<br>12.6 | |
| SHARE OF AUDIENCE % | | 20 | | 20 * | | 22 * | 26 | 23 * | | 26 * | | 28 * | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 8.7 | 8.6 | 9.0 | 8.1 | 10.1 | 8.8 | 9.9 | 10.8 | 11.9 | 12.5 | 13.6 | 14.3 | | | 12.1 | 13.0 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | 6,540<br>8.4 | | | 14,080<br>18.1 | | | | | | | | | | 5,210<br>6.7 | |
| Program | (3) (+OP) | CBS SPORTS SPEC. SP. ED. BUSCH CLASH (3:17-4:00PM)(OP) | | | ← ANDY WILLIAMS GOLF-SUN (4:00-6:35PM)(+OP) | | | | | | | | | | CBS EVENING NEWS-DEAN(B) (6:35-7:00PM) (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,670<br>6.0 | | 6.0* | 5,450<br>7.0 | 5.7* | | 5.9* | | 6.6* | | 6.8* | | 9.8* | 4,820<br>6.2 | |
| SHARE OF AUDIENCE % | | 14 | | 14 * | 15 | 13 * | | 13 * | | 14 * | | 14 * | | 19 * | 11 | |
| AVG. AUD. BY ¼ HR. % | 7.9 | 5.8 | 5.7 | 6.3 | 6.0 | 5.3 | 5.7 | 6.2 | 6.6 | 6.5 | 6.6 | 7.0 | 9.5 | 10.1 | 5.9 | 6.4 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | | | | | 12,450<br>16.0 | | | | | | | | | | 9,650<br>12.4 | |
| Program | — NCAA BASKETBALL GAME-SUN UCLA VS NOTRE DAME (2:00-4:03PM)(+OP) — | | | | ← SPORTSWORLD (4:03-6:00PM)(OP) → | | | | | | | | | | NBC NIGHTLY NEWS-SUN. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 8.7* | | 10.0* | 5,840<br>7.5 | 7.7* | | 8.0* | | 7.1* | | 7.2* | | | 7,940<br>10.2 | |
| SHARE OF AUDIENCE % | | 21 * | | 23 * | 16 | 18 * | | 18 * | | 15 * | | 15 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 7.8 | 9.5 | 9.5 | 10.5 | 7.5 | 7.9 | 8.4 | 7.6 | 6.8 | 7.5 | 7.4 | 7.0 | | | 10.0 | 10.3 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 42.8 | 44.1 | 44.9 | 46.4 | 47.5 | 48.2 | 49.1 | 50.4 | 51.9 | 53.7 | 55.6 | 57.0 | 58.6 | 60.7 | 61.8 | 62.8 |
| WK. 2 | 41.7 | 42.7 | 43.5 | 44.8 | 44.9 | 45.3 | 46.5 | 47.1 | 48.1 | 49.2 | 50.3 | 51.4 | 54.1 | 56.8 | 58.0 | 59.4 |

U.S. TV Households: 77,800,000

(1)HOURS OF DAYTONA,CBS,(3:43-3:58PM)(S)

(2)SUPERSTARS,ABC,(2:00-3:15PM)

(3)NBA ON CBS,LOS ANGELES VS PHILADELPHIA,CBS,(1:00-3:17PM)

For explanation of symbols, See page A.



DAY SUN. FEB.8, 1981

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC ABC MOVIE SPECIAL FILL(SUS) | 2 | 10.56-11.00PM | 10.45 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC BARNEY MILLER | 2 | 9.27- 9.57PM | →GRID | | | | | | | | 14,860 | 19.1 | 13,540 | 17.4 | 25 | | |
| | | | 9.45 | | | | | | | | | | | | | 17.5 | |
| ABC TAXI | 2 | 9.57-10.27PM | →GRID | | | | | | | | 16,100 | 20.7 | 14,000 | 18.0 | 27 | | |
| | | | 10.15 | | | | | | | | | | | | | 18.6 | |
| ABC 20/20 | 2 | 10.27-11.27PM | →GRID | | | | | | | | 18,130 | 23.3 | 12,450 | 16.0 | 28 | | |
| | | | 11.00 | | | | | | | | | | | | | 15.3 | |
| | | | 11.15 | | | | | | | | | | | 14.6* | 27* | 13.9 | |
| CBS MAGNUM, P.I. | 2 | 9.25-10.25PM | →GRID | | | | | | | | 20,540 | 26.4 | 15,790 | 20.3 | 30 | | |
| | | | 10.15 | | | | | | | | | | | 21.0* | 32* | 20.8 | |
| CBS KNOTS LANDING | 2 | 10.25-11.25PM | →GRID | | | | | | | | 17,660 | 22.7 | 14,160 | 18.2 | 32 | | |
| | | | 11.00 | | | | | | | | | | | | | 18.8 | |
| | | | 11.15 | | | | | | | | | | | 18.2* | 34* | 17.2 | |
| NBC LOVE LETTER TO JACK BENNY(S) | 2 | 9.26-11.26PM | →GRID | | | | | | | | 23,420 | 30.1 | 14,240 | 18.3 | 29 | | |
| | | | 11.00 | | | | | | | | | | | | | 17.8 | |
| | | | 11.15 | | | | | | | | | | | 17.3* | 32* | 16.6 | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 17,740 | 22.8 | 17,740 | 22.8 | 36 | 22.8 | | 17,510 | 22.5 | 17,510 | 22.5 | 36 | 22.5 | |
| CBS NEWSBREAK-SAT. | | 8.57- 8.59PM | 8.45 | 12,060 | 15.5 | 11,590 | 14.9 | 23 | 14.9 | | 11,510 | 14.8 | 11,280 | 14.5 | 23 | 14.5 | |
| NBC NBC NEWS UPDATE-SAT. | | 8.58- 8.59PM | 8.45 | 10,190 | 13.1 | 10,190 | 13.1 | 21 | 13.1 | | 10,970 | 14.1 | 10,970 | 14.1 | 22 | 14.1 | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC WIDE WORLD-SPORTS SUN | 1 | 4.00- 7.28PM | →GRID | 28,710 | 36.9 | 14,160 | 18.2 | 34 | | | | | | | | | |
| | | | 7.15 | | | | 15.4* | 25* | 14.5 | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | | 7.58- 7.59PM | 7.45 | 11,440 | 14.7 | 11,440 | 14.7 | 21 | 14.7 | | 14,390 | 18.5 | 14,390 | 18.5 | 26 | 18.5 | |
| ABC MOVIE PROMO FILL(SUS) | 1 | 10.56-11.00PM | 10.45 | | | | | | | | | | | | | | |
| CBS NEWSBREAK-SUN. | 1 | 8.58- 8.59PM | 8.45 | 16,730 | 21.5 | 16,730 | 21.5 | 30 | 21.5 | | | | | | | | |
| | 2 | 8.54- 8.55PM | 8.45 | | | | | | | | 21,400 | 27.5 | 21,400 | 27.5 | 38 | 27.5 | |
| NBC NBC NEWS UPDATE-SUN. | 1 | 8.58- 8.59PM | 8.45 | 14,080 | 18.1 | 14,080 | 18.1 | 25 | 18.1 | | | | | | | | |
| | 2 | 8.57- 8.58PM | 8.45 | | | | | | | | 7,700 | 9.9 | 7,700 | 9.9 | 14 | 9.9 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | > | 8.45 | 13,690 | 17.6 | 13,070 | 16.8 | 25 | 17.2 | M-F | 14,000 | 18.0 | 14,000 | 18.0 | 27 | 15.4 | M-F |
| | | | 9.45 | | | | | | 17.3 | M-TH | | | | | | 20.9 | M & TU |
| | | | 10.15 | | | | | | | | | | | | | 17.8 | THU. |
| ABC ABC NEWS:NIGHTLINE M-TH | | > | 11.30 | 9,020 | 11.6 | 7,240 | 9.3 | 28 | 10.3 | M-TH | 7,310 | 9.4 | 6,070 | 7.8 | 24 | 9.1 | M-TH |
| | | | 11.45 | | | | 9.6* | 28* | 8.9 | M-TH | | | | | | 7.3 | M-TH |
| | | | 12.00 | | | | | | 7.3 | WED. | | | | | | 6.9 | THU. |
| | | | 12.15 | | | | | | 6.7 | WED. | | | | | | 5.9 | THU. |
| ABC FRIDAYS | 1 | 11.33-12.44AM | 11.30 | 10,190 | 13.1 | 5,910 | 7.6 | 22 | 9.5 | FRI. | | | | | | | |
| | 2 | 11.30-12.42AM | 11.30 | | | | | | | | 10,040 | 12.9 | 5,990 | 7.7 | 22 | 9.6 | FRI. |
| CONT'D | | | | | | | | | | | | | | | | | |

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC FRIDAYS-CONT'D | | | 11.45 | | | | 8.6* | 22* | 8.0 | FRI. | | | | 8.9* | 22* | 8.3 | FRI. |
| | | | 12.00 | | | | | | 7.4 | FRI. | | | | | | 7.3 | FRI. |
| | | | 12.15 | | | | 7.1* | 21* | 6.9 | FRI. | | | | 6.9* | 21* | 6.5 | FRI. |
| | | | 12.30 | | | | | | 6.6 | FRI. | | | | | | 6.3 | FRI. |
| ABC CHARLIE'S ANGELS-12.00 | 1 | 12.00- 1.08AM | 12.00 | 5,990 | 7.7 | 4,360 | 5.6 | 26 | 6.1 | THU. | | | | | | | |
| | | | 12.15 | | | | 6.0* | 25* | 5.9 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 5.8 | THU. | | | | | | | |
| | | | 12.45 | | | | 5.5* | 27* | 5.1 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 4.7 | THU. | | | | | | | |
| ABC FANTASY ISLAND-12.00 | 1 | 12.00- 1.08AM | 12.00 | 4,670 | 6.0 | 3,190 | 4.1 | 19 | 4.5 | MON. | | | | | | | |
| | 2 | 12.00- 1.09AM | 12.00 | | | | | | | | 4,360 | 5.6 | 2,570 | 3.3 | 15 | 3.7 | MON. |
| | | | 12.15 | | | | 4.2* | 17* | 3.9 | MON. | | | | 3.4* | 13* | 3.2 | MON. |
| | | | 12.30 | | | | | | 4.1 | MON. | | | | | | 3.0 | MON. |
| | | | 12.45 | | | | 4.1* | 21* | 4.0 | MON. | | | | 3.1* | 16* | 3.2 | MON. |
| | | | 1.00 | | | | | | 3.8 | MON. | | | | | | 3.2 | MON. |
| ABC LOVE BOAT-12.00 | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 4,820 | 6.2 | 3,660 | 4.7 | 22 | 4.9 | WED. |
| | | | 12.15 | | | | | | | | | | | 4.8* | 19* | 4.7 | WED. |
| | | | 12.30 | | | | | | | | | | | | | 4.8 | WED. |
| | | | 12.45 | | | | | | | | | | | 4.6* | 23* | 4.5 | WED. |
| | | | 1.00 | | | | | | | | | | | | | 4.1 | WED. |
| ABC TUESDAY MOVIE-WEEK-PART 1 | | 12.00- 1.11AM | 12.00 | 6,380 | 8.2 | 4,360 | 5.6 | 25 | 5.9 | TUE. | 4,050 | 5.2 | 2,960 | 3.8 | 18 | 4.3 | TUE. |
| | | | 12.15 | | | | 5.7* | 23* | 5.4 | TUE. | | | | 4.1* | 16* | 4.0 | TUE. |
| | | | 12.30 | | | | | | 5.3 | TUE. | | | | | | 4.0 | TUE. |
| | | | 12.45 | | | | 5.5* | 27* | 5.6 | TUE. | | | | 3.7* | 19* | 3.5 | TUE. |
| | | | 1.00 | | | | | | 5.7 | TUE. | | | | | | 3.3 | TUE. |
| ABC CHARLIE'S ANGELS-12.00 | 2 | 12.27- 1.35AM | 12.15 | | | | | | | | 4,200 | 5.4 | 2,650 | 3.4 | 18 | 3.9 | THU. |
| | | | 12.30 | | | | | | | | | | | | | 3.7 | THU. |
| | | | 12.45 | | | | | | | | | | | 3.7* | 17* | 3.7 | THU. |
| | | | 1.00 | | | | | | | | | | | | | 3.4 | THU. |
| | | | 1.15 | | | | | | | | | | | 3.3* | 20* | 3.2 | THU. |
| | | | 1.30 | | | | | | | | | | | | | 2.8 | THU. |
| ABC LOVE BOAT-12.00 | 1 | 12.18- 1.26AM | 12.15 | 5,130 | 6.6 | 3,500 | 4.5 | 25 | 4.9 | WED. | | | | | | | |
| | | | 12.30 | | | | | | 4.6 | WED. | | | | | | | |
| | | | 12.45 | | | | 4.6* | 24* | 4.5 | WED. | | | | | | | |
| | | | 1.00 | | | | | | 4.6 | WED. | | | | | | | |
| | | | 1.15 | | | | 4.3* | 29* | 3.9 | WED. | | | | | | | |
| ABC POLICE WOMAN | 2 | 1.08- 1.57AM | 1.00 | | | | | | | | 3,110 | 4.0 | 2,410 | 3.1 | 22 | 3.4 | WED. |
| | | | 1.15 | | | | | | | | | | | 3.3* | 21* | 3.3 | WED. |
| | | | 1.30 | | | | | | | | | | | | | 3.0 | WED. |
| | | | 1.45 | | | | | | | | | | | 2.9* | 23* | 2.9 | WED. |
| | 2 | 1.57- 2.17AM | (SUS) | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 2 | 1 | 1.11- 1.29AM | 1.00 | 4,510 | 5.8 | 4,510 | 5.8 | 35 | 5.9 | TUE. | | | | | | | |
| | 2 | 1.11- 1.30AM | 1.00 | | | | | | | | 2,720 | 3.5 | 2,570 | 3.3 | 24 | 3.4 | TUE. |
| | | | 1.15 | | | | | | 5.8 | TUE. | | | | | | 3.2 | TUE. |
| | 1 | 1.29- 2.13AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 1.30- 2.13AM | (SUS) | | | | | | | | | | | | | | |
| ABC POLICE WOMAN | 1 | 1.26- 2.18AM | 1.15 | 2,410 | 3.1 | 1,950 | 2.5 | 26 | 2.8 | WED. | | | | | | | |
| CONT'D | | | 1.30 | | | | | | 2.7 | WED. | | | | | | | |



*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC POLICE WOMAN-CONT'D | | | 1.45 | | | | 2.7* | 28* | 2.6 | WED. | | | | | | | |
| | | | 2.00 | | | | | | 2.2 | WED. | | | | | | | |
| | | | 2.15 | | | | | | 2.1 | WED. | | | | | | | |
| | 1 | 2.18- 2.35AM | (SUS) | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | | > | 8.45 | 14,470 | 18.6 | 14,470 | 18.6 | 27 | 17.8 | M-F | 13,300 | 17.1 | 13,300 | 17.1 | 25 | 18.3 | M-F |
| | | | 9.00 | | | | | | 21.6 | TUE. | | | | | | 12.4 | WED. |
| CBS LATE MOVIE I | | > | 11.30 | 7,310 | 9.4 | 4,980 | 6.4 | 22 | 7.1 | M-F | 7,310 | 9.4 | 5,130 | 6.6 | 23 | 7.4 | M-F |
| | | | 11.45 | | | | 7.0* | 20* | 6.9 | M-F | | | | 7.1* | 20* | 6.9 | M-F |
| | | | 12.00 | | | | | | 6.5 | M-F | | | | | | 6.7 | M-F |
| | | | 12.15 | | | | 6.2* | 23* | 5.9 | M-F | | | | 6.6* | 24* | 6.4 | M-F |
| | | | 12.30 | | | | | | 5.5 | M-F | | | | | | 6.0 | M-F |
| | | | 12.45 | | | | | | 6.6 | M-F | | | | 5.5* | 26* | 5.2 | M-F |
| | | | 1.00 | | | | | | | | | | | | | 5.2 | THU. |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS LATE MOVIE II | | > | 12.30 | 4,050 | 5.2 | 3,420 | 4.4 | 24 | 4.4 | M-F | 4,590 | 5.9 | 4,050 | 5.2 | 28 | 5.5 | M-F |
| | | | 12.45 | | | | 4.6* | 23* | 4.6 | M-F | | | | 8.2* | 29* | 5.3 | MTUWF |
| | | | 1.00 | | | | | | 4.3 | M-F | | | | | | 5.0 | M-F |
| | | | 1.15 | | | | 4.3* | 25* | 4.3 | M-F | | | | 5.0* | 29* | 5.0 | M-F |
| | | | 1.30 | | | | | | | | | | | | | 4.5 | THU. |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | 8.58- 8.59PM | 8.45 | 14,630 | 18.8 | 14,630 | 18.8 | 27 | 18.8 | M-F | 13,850 | 17.8 | 13,850 | 17.8 | 26 | 17.8 | M-F |
| NBC NBC NEWS SPEC. REPORT-TUE(S) | 1 | 11.30-12.00MD | 11.30 | 9,490 | 12.2 | 7,940 | 10.2 | 29 | 10.6 | TUE. | | | | | | | |
| | | | 11.45 | | | | | | 9.8 | TUE. | | | | | | | |
| NBC TONIGHT SHOW | | > | 11.30 | 8,560 | 11.0 | 4,980 | 6.4 | 22 | 8.1 | M-F | 9,020 | 11.6 | 5,840 | 7.5 | 25 | 8.8 | M-F |
| | | | 11.45 | | | | 7.3* | 21* | 6.4 | MWTHF | | | | 8.5* | 24* | 8.0 | M-F |
| | | | 12.00 | | | | | | 6.5 | M-F | | | | | | 7.7 | M-F |
| | | | 12.15 | | | | 6.0* | 23* | 5.4 | M-F | | | | 7.1* | 26* | 6.6 | M-F |
| | | | 12.30 | | | | | | 5.1 | TUE. | | | | | | 6.1 | THU. |
| | | | 12.45 | | | | 4.9* | 24* | 4.8 | TUE. | | | | 5.3* | 25* | 4.2 | THU. |
| NBC MIDNIGHT SPECIAL | | 12.30- 2.00AM | 12.30 | 5,680 | 7.3 | 2,800 | 3.6 | 16 | 4.7 | FRI. | 6,070 | 7.8 | 2,650 | 3.4 | 14 | 4.1 | FRI. |
| | | | 12.45 | | | | 4.5* | 17* | 4.3 | FRI. | | | | 4.1* | 14* | 4.0 | FRI. |
| | | | 1.00 | | | | | | 3.8 | FRI. | | | | | | 3.5 | FRI. |
| | | | 1.15 | | | | 3.5* | 16* | 3.2 | FRI. | | | | 3.4* | 14* | 3.2 | FRI. |
| | | | 1.30 | | | | | | 2.9 | FRI. | | | | | | 2.7 | FRI. |
| | | | 1.45 | | | | 2.8* | 16* | 2.7 | FRI. | | | | 2.9* | 15* | 3.1 | FRI. |
| NBC TOMORROW COAST TO COAST-1 | | > | 12.30 | 3,110 | 4.0 | 2,650 | 3.4 | 18 | 3.5 | M-TH | 3,110 | 4.0 | 2,880 | 3.7 | 20 | 4.3 | M-TH |
| | | | 12.45 | | | | | | 3.2 | MWTH | | | | | | 3.5 | M-TH |
| | | | 1.00 | | | | | | 3.6 | TUE. | | | | | | 2.8 | THU. |
| | | | 1.15 | | | | | | 3.0 | TUE. | | | | | | 2.5 | THU. |
| NBC TOMORROW COAST TO COAST-2 | | > | 1.00 | 2,570 | 3.3 | 1,790 | 2.3 | 18 | 2.8 | M-TH | 2,570 | 3.3 | 1,870 | 2.4 | 18 | 3.0 | M-TH |
| | | | 1.15 | | | | 2.6* | 18* | 2.4 | MWTH | | | | 2.9* | 19* | 2.6 | M-TH |
| | | | 1.30 | | | | | | 2.3 | M-TH | | | | | | 2.3 | M-TH |
| | | | 1.45 | | | | 2.2* | 19* | 2.1 | M-TH | | | | 1.7* | 14* | 2.1 | M-TH |
| | | | 2.00 | | | | | | 2.0 | TUE. | | | | | | 1.3 | THU. |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC WEST POINT NEWS CONF.(S) CONT'D | 1 | 9.00-10.05AM | 9.00 | 8,640 | 11.1 | 6,070 | 7.8 | 29 | 7.3 | TUE. | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC WEST POINT NEWS CONF.(S)-CONT'D | | | | | | | | | | | | | | | | | |
| | | | 9.15 | | | | 7.6* | 29* | 7.9 | TUE. | | | | | | | |
| | | | 9.30 | | | | | | 8.0 | TUE. | | | | | | | |
| | | | 9.45 | | | | 8.0* | 28* | 8.0 | TUE. | | | | | | | |
| | | | 10.00 | | | | | | 8.3 | TUE. | | | | | | | |
| ABC DEPARTURE FROM WEST POINT(SUS) | 1 | 11.00-11.11AM | 11.00 | | | | | | | TUE. | | | | | | | |
| ABC ARRIVAL AT ANDREWS AFB(S) | 1 | 11.51- 1.16PM | 11.45 | 13,850 | 17.8 | 8,170 | 10.5 | 31 | 8.5 | TUE. | | | | | | | |
| | | | 12.00 | | | | | | 9.8 | TUE. | | | | | | | |
| | | | 12.15 | | | | 10.0* | 31* | 10.1 | TUE. | | | | | | | |
| | | | 12.30 | | | | | | 10.8 | TUE. | | | | | | | |
| | | | 12.45 | | | | 11.0* | 31* | 11.2 | TUE. | | | | | | | |
| | | | 1.00 | | | | | | 11.6 | TUE. | | | | | | | |
| | | | 1.15 | | | | | | 11.0 | TUE. | | | | | | | |
| ABC FYI-12.58(SUS) | 2 | 12.58-12.59PM | 12.45 | | | | | | | | | | | | | | M-F |
| ABC FY1-12.58(SUS) | 1 | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 7,470 | 9.6 | 7,080 | 9.1 | 31 | 9.1 | M-F | 8,170 | 10.5 | 7,940 | 10.2 | 34 | 10.2 | M-F |
| ABC WHITE HOUSE CEREMONY(S) | 1 | 2.00- 4.00PM | 2.00 | 15,640 | 20.1 | 8,400 | 10.8 | 29 | 9.7 | TUE. | | | | | | | |
| | | | 2.15 | | | | 9.8* | 28* | 10.0 | TUE. | | | | | | | |
| | | | 2.30 | | | | | | 10.4 | TUE. | | | | | | | |
| | | | 2.45 | | | | 10.4* | 28* | 10.5 | TUE. | | | | | | | |

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | 3.00 | | | | | | 11.4 | TUE. | | | | | | | |
| | | | 3.15 | | | | 11.6* | 29* | 11.9 | TUE. | | | | | | | |
| | | | 3.30 | | | | | | 12.1 | TUE. | | | | | | | |
| | | | 3.45 | | | | 11.5* | 32* | 10.8 | TUE. | | | | | | | |
| ABC FYI-2.58(SUS) | 2 | 2.58- 2.59PM | 2.45 | | | | | | | | | | | | | | M-F |
| ABC FY1-2.58(SUS) | 1 | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | |
| ABC FYI.3.58(SUS) | 2 | 3.58- 3.59PM | 3.45 | | | | | | | | | | | | | | M-F |
| ABC FY1-3.58(SUS) | 1 | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | |
| ABC REAGAN PRESS CONF. ABC(SUS) | 1 | 4.00- 4.37PM | 4.00 | | | | | | | THU. | | | | | | | |
| CBS SUNRISE SEMESTER(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS SUNRISE SEMESTER MWF(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS CAPTAIN KANGAROO-TUE(B) | 1 | 8.00- 9.00AM | 8.00 | 2,180 | 2.8 | 1,320 | 1.7 | 7 | 1.3 | TUE. | | | | | | | |
| | | | 8.15 | | | | 1.5* | 6* | 1.6 | TUE. | | | | | | | |
| | | | 8.30 | | | | | | 1.9 | TUE. | | | | | | | |
| | | | 8.45 | | | | 1.9* | 7* | 1.9 | TUE. | | | | | | | |
| CBS CBS NEWS SPEC. RPT. 9.00A(S) | 1 | 9.00-10.00AM | 9.00 | 5,910 | 7.6 | 3,890 | 5.0 | 18 | 4.5 | TUE. | | | | | | | |
| | | | 9.15 | | | | 4.8* | 18* | 5.0 | TUE. | | | | | | | |
| | | | 9.30 | | | | | | 5.5 | TUE. | | | | | | | |
| | | | 9.45 | | | | 5.3* | 19* | 5.0 | TUE. | | | | | | | |
| CBS MAGAZINE(S) | 2 | 10.00-11.00AM | 10.00 | | | | | | | | 6,150 | 7.9 | 4,050 | 5.2 | 24 | 5.2 | THU. |
| | | | 10.15 | | | | | | | | | | | 5.1* | 23* | 4.9 | THU. |
| | | | 10.30 | | | | | | | | | | | | | 5.3 | THU. |
| | | | 10.45 | | | | | | | | | | | 5.3* | 25* | 5.3 | THU. |
| CBS CBS NEWS SPEC. RPT.11.48A(S) | 1 | 11.48- 1.23PM | 11.45 | 14,860 | 19.1 | 8,640 | 11.1 | 33 | 9.8 | TUE. | | | | | | | |
| | | | 12.00 | | | | | | 10.6 | TUE. | | | | | | | |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CBS NEWS SPEC. RPT.11.48A(S)-CONT'D | | | | | | | | | | | | | | | | | |
| | | | 12.15 | | | | 10.9* | 34* | 11.2 | TUE. | | | | | | | |
| | | | 12.30 | | | | | | 11.5 | TUE. | | | | | | | |
| | | | 12.45 | | | | 11.4* | 32* | 11.3 | TUE. | | | | | | | |
| | | | 1.00 | | | | | | 11.5 | TUE. | | | | | | | |
| | | | 1.15 | | | | 11.6* | 34* | 11.8 | TUE. | | | | | | | |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 5,450 | 7.0 | 5,210 | 6.7 | 26 | 6.7 | MWTHF | 5,840 | 7.5 | 5,600 | 7.2 | 28 | 7.2 | M-F |
| CBS CBS NEWS SPEC. RPT. 1.53P(S) | 1 | 1.53- 3.30PM | 1.45 | 14,000 | 18.0 | 9,340 | 12.0 | 32 | 10.8 | TUE. | | | | | | | |
| | | | 2.00 | | | | | | 11.8 | TUE. | | | | | | | |
| | | | 2.15 | | | | 11.9* | 34* | 12.0 | TUE. | | | | | | | |
| | | | 2.30 | | | | | | 11.7 | TUE. | | | | | | | |
| | | | 2.45 | | | | 11.8* | 32* | 11.9 | TUE. | | | | | | | |
| | | | 3.00 | | | | | | 12.4 | TUE. | | | | | | | |
| | | | 3.15 | | | | 12.7* | 32* | 13.0 | TUE. | | | | | | | |
| CBS ONE DAY AT A TIME-TUE(B) | 1 | 3.30- 4.00PM | 3.30 | 8,950 | 11.5 | 7,470 | 9.6 | 26 | 9.6 | TUE. | | | | | | | |
| | | | 3.45 | | | | | | 9.6 | TUE. | | | | | | | |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 6,150 | 7.9 | 5,910 | 7.6 | 22 | 7.6 | MWTHF | 6,150 | 7.9 | 5,910 | 7.6 | 21 | 7.6 | M-F |
| CBS REAGAN PRESS CONF.-CBS(SUS) | 1 | 4.00- 4.32PM | 4.00 | | | | | | | THU. | | | | | | | |
| CBS SIGN ON(S) | 2 | 4.00- 4.30PM | 4.00 | | | | | | | | 7,160 | 9.2 | 5,910 | 7.6 | 21 | 7.8 | TUE. |
| | | | 4.15 | | | | | | | | | | | | | 7.3 | TUE. |
| NBC HOSTAGE PRESS CONF.-NBC(SUS) | 1 | 9.00-10.00AM | 9.00 | | | | | | | TUE. | | | | | | | |
| NBC HOSTAGE ARRIVAL-WASHINGTN(S) | 1 | 12.00- 1.00PM | 12.00 | 8,400 | 10.8 | 5,760 | 7.4 | 22 | 6.3 | TUE. | | | | | | | |
| | | | 12.15 | | | | 6.8* | 21* | 7.4 | TUE. | | | | | | | |
| | | | 12.30 | | | | | | 8.1 | TUE. | | | | | | | |
| | | | 12.45 | | | | 8.0* | 23* | 8.0 | TUE. | | | | | | | |
| NBC NBC NEWS SPEC. REPORT-FRI(SUS) | 1 | 12.38-12.50PM | 12.30 | | | | | | | FRI. | | | | | | | |
| NBC NBC NEWS SPEC. REPORT-1(SUS) | 1 | 1.17- 1.19PM | 1.15 | | | | | | | TUE. | | | | | | | |
| NBC NBC NEWS SPEC. REPORT-2(SUS) | 1 | 1.30- 1.32PM | 1.30 | | | | | | | TUE. | | | | | | | |
| NBC NBC NEWS SPEC. REPORT-3(SUS) | 1 | 1.46- 1.48PM | 1.45 | | | | | | | TUE. | | | | | | | |
| NBC HOSTAGES AT-WHITE HOUSE(S) | 1 | 2.00- 3.30PM | 2.00 | 10,040 | 12.9 | 6,770 | 8.7 | 23 | 7.6 | TUE. | | | | | | | |
| | | | 2.15 | | | | 7.9* | 23* | 8.2 | TUE. | | | | | | | |
| | | | 2.30 | | | | | | 8.6 | TUE. | | | | | | | |
| | | | 2.45 | | | | 8.7* | 23* | 8.7 | TUE. | | | | | | | |
| | | | 3.00 | | | | | | 9.6 | TUE. | | | | | | | |
| | | | 3.15 | | | | 9.4* | 23* | 9.2 | TUE. | | | | | | | |
| NBC TEXAS | 1 | > | →GRID | 5,600 | 7.2 | 4,200 | 5.4 | 16 | | M-F | | | | | | | |
| | | | 3.15 | | | | 5.1* | 16* | 5.1 | MWTHF | | | | | | | |
| | | | 3.30 | | | | | | 5.5 | M-F | | | | | | | |
| | | | 3.45 | | | | 5.6* | 16* | 5.6 | M-F | | | | | | | |
| NBC NBC NEWS SPEC. REPORT-4(SUS) | 1 | 3.48- 3.51PM | 3.45 | | | | | | | TUE. | | | | | | | |
| NBC REAGAN PRESS CONF.-NBC(SUS) | 1 | 4.00- 4.33PM | 4.00 | | | | | | | THU. | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.29AM | 8.15 | 3,420 | 4.4 | 3,270 | 4.2 | 30 | 4.2 | | 4,120 | 5.3 | 3,970 | 5.1 | 33 | 5.1 | |
| ABC SCHOOLHOUSE ROCK-10.26AM | | 10.26-10.29AM | 10.15 | 6,460 | 8.3 | 6,300 | 8.1 | 28 | 8.1 | | 7,160 | 9.2 | 7,080 | 9.1 | 32 | 9.1 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-10.56AM | | 10.56-10.59AM | 10.45 | 6,150 | 7.9 | 5,760 | 7.4 | 26 | 7.4 | | 7,240 | 9.3 | 6,770 | 8.7 | 30 | 8.7 | |
| ABC DEAR ALEX & ANNIE-11.55AM | | 11.55-11.59AM | 11.45 | 5,680 | 7.3 | 4,750 | 6.1 | 22 | 6.1 | | 5,680 | 7.3 | 4,980 | 6.4 | 22 | 6.4 | |
| CBS SUNRISE SEMESTER SAT(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 2,880 | 3.7 | 2,650 | 3.4 | 22 | 3.4 | | 3,190 | 4.1 | 2,720 | 3.5 | 21 | 3.5 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 4,120 | 5.3 | 3,660 | 4.7 | 25 | 4.7 | | 4,980 | 6.4 | 4,750 | 6.1 | 30 | 6.1 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 6,610 | 8.5 | 6,460 | 8.3 | 34 | 8.3 | | 6,460 | 8.3 | 6,220 | 8.0 | 32 | 8.0 | |
| CBS IN THE NEWS- 9.59AM | | 9.59-10.02AM | 9.45<br>10.00 | 7,700 | 9.9 | 7,310 | 9.4 | 34 | 9.5<br>9.4 | | 7,390 | 9.5 | 7,160 | 9.2 | 33 | 9.1<br>9.2 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 7,470 | 9.6 | 7,160 | 9.2 | 32 | 9.2 | | 7,240 | 9.3 | 6,850 | 8.8 | 30 | 8.8 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 7,240 | 9.3 | 6,850 | 8.8 | 32 | 8.8 | | 6,220 | 8.0 | 5,680 | 7.3 | 25 | 7.3 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 6,150 | 7.9 | 5,210 | 6.7 | 24 | 6.7 | | 6,150 | 7.9 | 5,520 | 7.1 | 24 | 7.1 | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 7,000 | 9.0 | 6,540 | 8.4 | 27 | 8.4 | | 5,760 | 7.4 | 5,370 | 6.9 | 23 | 6.9 | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 6,150 | 7.9 | 6,150 | 7.9 | 25 | 7.9 | | 6,150 | 7.9 | 5,840 | 7.5 | 25 | 7.5 | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 6,770 | 8.7 | 5,990 | 7.7 | 24 | 7.7 | | 6,460 | 8.3 | 6,150 | 7.9 | 25 | 7.9 | |
| NBC TIME OUT-8:28AM | | 8.28- 8.30AM | 8.15 | 2,650 | 3.4 | 2,570 | 3.3 | 24 | 3.3 | | 2,880 | 3.7 | 2,800 | 3.6 | 23 | 3.6 | |
| NBC ASK NBC NEWS-8:58AM | | 8.58- 9.00AM | 8.45 | 2,880 | 3.7 | 2,570 | 3.3 | 19 | 3.3 | | 3,420 | 4.4 | 3,350 | 4.3 | 22 | 4.3 | |
| NBC TIME OUT-9:28AM | | 9.28- 9.30AM | 9.15 | 3,420 | 4.4 | 3,350 | 4.3 | 18 | 4.3 | | 4,120 | 5.3 | 3,890 | 5.0 | 21 | 5.0 | |
| NBC ASK NBC NEWS-9:58AM | | 9.58-10.00AM | 9.45 | 4,120 | 5.3 | 3,890 | 5.0 | 19 | 5.0 | | 3,890 | 5.0 | 3,810 | 4.9 | 18 | 4.9 | |
| NBC TIME OUT-10:28AM | | 10.28-10.30AM | 10.15 | 4,120 | 5.3 | 3,890 | 5.0 | 17 | 5.0 | | 3,730 | 4.8 | 3,660 | 4.7 | 16 | 4.7 | |
| NBC ASK NBC NEWS-10:58AM | | 10.58-11.00AM | 10.45 | 5,290 | 6.8 | 5,130 | 6.6 | 23 | 6.6 | | 4,510 | 5.8 | 4,360 | 5.6 | 19 | 5.6 | |
| NBC TIME OUT-11:28AM | | 11.28-11.30AM | 11.15 | 4,510 | 5.8 | 4,430 | 5.7 | 20 | 5.7 | | 4,590 | 5.9 | 4,510 | 5.8 | 21 | 5.8 | |
| NBC ASK NBC NEWS-11:58AM | | 11.58-12.00NN | 11.45 | 4,510 | 5.8 | 4,360 | 5.6 | 20 | 5.6 | | 4,900 | 6.3 | 4,590 | 5.9 | 20 | 5.9 | |
| NBC TIME OUT-12:28PM | | 12.28-12.30PM | 12.15 | 3,420 | 4.4 | 3,270 | 4.2 | 14 | 4.2 | | 3,810 | 4.9 | 3,660 | 4.7 | 15 | 4.7 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC DEAR ALEX & ANNIE-11.26AM | | 11.26-11.29AM | 11.15 | 2,490 | 3.2 | 2,330 | 3.0 | 11 | 3.0 | | 3,500 | 4.5 | 3,270 | 4.2 | 14 | 4.2 | |
| ABC SCHOOLHOUSE ROCK-11.55AM | | 11.55-11.59AM | 11.45 | 3,190 | 4.1 | 2,720 | 3.5 | 12 | 3.5 | | 3,420 | 4.4 | 3,190 | 4.1 | 14 | 4.1 | |
| CBS IN THE NEWS- 8.26AM-SUN. | | 8.26- 8.29AM | 8.15 | 470 | .6 | 470 | .6 | 6 | .6 | | 620 | .8 | 620 | .8 | 8 | .8 | |
| CBS IN THE NEWS- 8.56AM-SUN. | 2 | 8.56- 8.59AM | 8.45 | | | | | | | | 1,090 | 1.4 | 1,010 | 1.3 | 9 | 1.3 | |
| CBS NBA ALLSTAR GAME(S) | 1 | 1.00- 3.43PM | →GRID<br>3.30 | 15,870 | 20.4 | 7,160 | 9.2 | 23 | 10.0 | | | | | | | | |
| CBS NBA ON CBS | 2 | 1.00- 3.17PM | →GRID<br>3.15 | | | | | | | | 11,900 | 15.3 | 5,210 | 6.7 | 18 | 6.9 | |
| CBS HOURS OF DAYTONA(S) | 1 | 3.43- 3.58PM | →GRID<br>3.45 | 5,910 | 7.6 | 5,680 | 7.3 | 16 | 7.1 | | | | | | | | |
| CBS ANDY WILLIAMS GOLF-SUN(S) | 2 | 4.00- 6.35PM | →GRID<br>6.30 | | | | | | | | 14,080 | 18.1 | 5,450 | 7.0 | 15 | 9.7 | |
| NBC NCAA BASKETBALL GAME-SUN | 2 | 2.00- 4.03PM | →GRID<br>4.00 | | | | | | | | 12,600 | 16.2 | 6,770 | 8.7 | 21 | 9.5 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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